

# Breast Health



TM  
THE NEW ZEALAND  
BREAST CANCER  
FOUNDATION

Spring/Summer 2008

The New Zealand  
Breast Cancer Foundation

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## Breast Cancer Awareness Month is Almost Here!

See page 3 for more information on the 2008 campaign and how you can be involved »



## Thoughts From a Breast Surgeon Breaking down the barriers to having a mammogram

**Dr Belinda Scott**  
Breast Surgeon and Chair of  
The New Zealand Breast Cancer  
Foundation Medical Advisory  
Committee

It's another one of those wet, windy and thoroughly grey days in Auckland and I've been thinking about what it is that puts women off going for a mammogram. Why do we not seem to be able to reach the goal of getting 70% of women aged 45 to 69 years in for screening mammograms?

As women, are we scared of having a mammogram in case an abnormality is found? Or is it that we just can't be bothered? Is it because we think it will be painful? What actually are the facts about mammograms, the limitations or harms and the benefits?

### Facts

- There is good scientific evidence to suggest that if you have no problems with your breasts and you go for a screening mammogram every two years from age 50 to 70 then you have 33% less chance of dying from breast cancer.
- If you have a mammogram every year from age 40 to 50 then you have 17% less chance of dying from breast cancer.
- A mammogram will find 90% of breast cancers in normal breasts - 80% if the breast tissue is dense.
- The radiation dose from one mammogram is about the equivalent of five chest x-rays or flying from Auckland to Invercargill.
- Less than 10% of women find a mammogram painful.

### Limitations/Harms

Although a mammogram will find 80-90% of breast cancers, it does miss some. It may miss them in younger women, and a special type of cancer called Lobular may be missed altogether on the mammogram. This is because instead of showing as a star or bits of calcium it shows up as white and blends in with the normal breast tissue.

Another limitation of screening well women is that we may find some abnormal areas on a mammogram that actually turn out to be a normal variant of breast tissue - sometimes we need a biopsy to prove this. These are called false positive mammograms and may lead to unnecessary biopsies, which in turn may cause added stress and worry for the woman involved.

Although screening mammograms will detect the majority of breast cancers, don't just rely on screening mammograms to find an abnormality. The best way to ensure early detection of breast cancer is to supplement mammograms with general breast awareness and clinical examinations by a health professional.

### Benefits

So, why is early detection through screening mammography so important? Well, when we find a cancer on a mammogram it may be as small as five millimetres, it is often not able to be felt and very often this means it may not have spread to the lymph nodes. The smaller a cancer the less likely it is to invade into surrounding structures and spread to other organs. It is important to point out that when we feel a cancer with our hands, it is on average two to three centimetres in size - the size of a walnut. However, mammograms can find cancers the size of a grain of wheat.

Another benefit is that early breast cancer is often able to be removed in surgery without taking the whole breast. Keeping the breast is now possible in about 60% of our patients. This is a huge step forward from 20 years ago when the whole breast was nearly always removed.

The ramblings of a breast surgeon on a wet and windy afternoon could probably go on for another 2000 words, but I would like to sign off on a more personal note.

I still see many women with large cancers, whose breast I cannot save, and often this means their lives will be shorter. It would be so great to see these women far earlier, in time to find those lumps before they first feel them. These are messages we need to pass on to our mokopuna: have your mammogram, be aware of changes in your breasts and don't be afraid to see the doctor if you are worried. Be proactive and maybe it will save your life, or that of someone you love.

## NZBCF STAFF UPDATE

### Farewell Helen

In June The New Zealand Breast Cancer Foundation farewelled Executive Director Helen Mawn, after nine years at the helm of The Foundation.

Helen's commitment, hard work and passion to help others saw The Foundation grow from a one-man-band with few funds and resources to the highly visible and well regarded organisation it is today.

There are many people inside and outside The Foundation who would like to acknowledge Helen's considerable input and impact on the current success of The New Zealand Breast Cancer Foundation.

### Introducing Heather Shotter



The Foundation is pleased to announce the appointment of Heather Shotter to the position of Executive Trustee. Heather has been a Trustee of The Foundation for the past three years and will guide The Foundation through its next period of development and growth.

Heather brings to The Foundation significant experience in the New Zealand corporate and not-for-profit sectors. She is a volunteer trustee for a number of organisations in the arts and tourism fields and has spent more than 15 years in senior management roles within New Zealand businesses. Most recently, Heather was General Manager Group Marketing and New Zealand Operations for SKYCITY Entertainment Group. Her experience in branding, marketing, sales, communications and business planning will be of great benefit to The Foundation.



# NZBCF GRANTS

## Funding for Community Health Promotion

The New Zealand Breast Cancer Foundation has awarded a grant of \$3,000 to WONS (Nursing, Education and Health Promotion Services) to help take life-saving health messages into the community. The funding will be put towards three programmes that aim to promote health messages regarding cervical and breast screening, Push Play, SmokeFree and healthy eating to Maori, Pacific and Asian women and their families. The three programmes include Waka Ama, Women's Pamper Huis and an Asian Women's Health Day.

## Recovery Programmes Receive Ongoing Support

The New Zealand Breast Cancer Foundation is pleased to announce its ongoing support for two breast cancer recovery programmes – YWCA Encore and Pink Pilates.

Having funded the training of YMCA Encore coordinators last year, The Foundation is happy to announce it will continue to support this programme and will provide \$21,000 for the 2008 coordinator training. The YWCA Encore programme assists women who have had breast cancer surgery regain their mobility, flexibility and self-confidence through gentle exercise and support and is based around floor and pool exercises and relaxation techniques.

Pink Pilates, a programme designed to help woman diagnosed with breast cancer regain their physical strength, improve their body confidence and incorporate exercise into their lifestyles, has also received funding from The Foundation to help extend the programme throughout New Zealand. A grant of \$8,500 will go towards the development of a training course to provide physiotherapists with the knowledge to maximise recovery and improve the quality of life for those affected by breast cancer.

## Breast Health Educators Update

The New Zealand Breast Cancer Foundation aims to educate all New Zealanders about the life-saving benefits of early detection and the importance of mammograms. The Foundation encourages woman to be breast aware – go for regular mammograms, know your breasts and consult with your family doctor if you have any concerns.

The Foundation's National Breast Health Educators, Ginny Harwood and Valerie Pennick, regularly take these messages into New Zealand communities with the National Breast Health Roadshow. As part of the 2008 Roadshow, Ginny and Valerie have presented to an increasing number of corporate and community groups and they are excited about the number of people attending and receiving these life-saving messages.

Ginny and Valerie were also successful recipients of Genesis Oncology Trust Professional Development Awards 2008, which will enable them to attend the International Breast Cancer Conference in Australia in September 2008.

If you are interested in a free workplace/group Breast Health Education seminar, please contact The Foundation on 0800 902 732, or fill in the coupon below and post to: *The New Zealand Breast Cancer Foundation, PO Box 99650, Newmarket, Auckland 1149 or Fax: 09 523 4396*

### 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.....

Email.....

## Pink Ribbon Breakfast

### New Zealand Wakes Up to Healthy Lifestyle Messages



*Kidney Health New Zealand Pink Ribbon Breakfast in Christchurch*



*The Dentist Pukekohe Pink Ribbon Breakfast*



*Whangamata Women in Business Pink Ribbon Breakfast*



*Nikki Harkin's Pink Ribbon Breakfast in Whangaparaoa*

In May 2008 The New Zealand Breast Cancer Foundation and Weight Watchers joined forces to launch the Pink Ribbon Breakfast campaign and were overwhelmed by the public response.

Close to 500 breakfasts were held throughout the country during May honouring mothers, highlighting the importance of a healthy lifestyle to help reduce the risk of breast cancer and raising over \$100,000 for breast cancer education and research.

Breakfast hosts were encouraged to be creative in raising funds and fundraising initiatives included raffles, best-dressed and bra decorating competitions as well as the sale of pink ribbons, wristbands and pens. Hosts were also provided with Weight Watchers cookbooks to create delicious and healthy treats for their guests as well as pink aprons and balloons to help theme the event.

The Foundation's Executive Trustee Heather Shotter was delighted with the success of Pink Ribbon Breakfast.

"It is great to see so many people getting behind this new campaign - having fun while raising awareness and funds for breast cancer. We look forward to next year's event and hope to make Pink Ribbon Breakfast an unmissable feature of the May social calendar," she says.

Over the past two and a half years Weight Watchers has been a huge supporter of The New Zealand Breast Cancer Foundation, and the Pink Ribbon Breakfast campaign was developed to directly address the link between breast cancer and weight. The Foundation would like to extend a big thank you to Weight Watchers for their role in the success of this event.

# BREAST CANCER AWARENESS MONTH OCTOBER 2008

October is internationally recognised as Breast Cancer Awareness Month and is when The New Zealand Breast Cancer Foundation conducts its major awareness and fundraising campaign. This year the campaign will focus on the lifesaving benefits of early detection of breast cancer and will be supported by an extensive multimedia campaign, education programme, the sale of pink ribbons and wristbands, the Pink Ribbon Day Street Appeal and a huge range of community activities and events. Get involved in Breast Cancer Awareness Month and help support The Foundation in its fight against breast cancer. Below are some of the great events planned for October.

## Global Illuminations

In 2000, Evelyn Lauder of The Estée Lauder Companies launched the first Global Illumination Campaign, in which historic landmarks were illuminated in pink lights on October 1<sup>st</sup> to focus worldwide attention on breast cancer. Since the launch, more than 200 prominent landmarks in more than 40 countries around the world have participated in the campaign including the Empire State Building in New York, Kensington Palace in London, Sydney Harbour Bridge, Leaning Tower of Pisa in Italy, Table Mountain in Cape Town and the Niagara Falls in Ontario.

Auckland's Sky Tower was the first New Zealand monument to join the New Zealand campaign and every year is the first monument in the world to light up and raise awareness of breast cancer.



Keep an eye out this October to see which other New Zealand landmarks will be joining the campaign.

## Communities Think Pink in October

Breast Cancer Awareness Month's success in raising awareness and funds for breast cancer depends on the involvement and support of the New Zealand community. Each year a variety of community events are held on behalf of The Foundation by schools, workplaces, clubs and individuals. This October a range of community events will be taking place, with more events being confirmed every day. Keep an eye out for our October calendar on the website ([www.nzbcf.org.nz](http://www.nzbcf.org.nz)) to see what's going on in your area or alternatively, if you are interested in holding your own fundraising event, contact Ginny Harwood, 09 523 4393 or [ginyh@nzbcf.org.nz](mailto:ginyh@nzbcf.org.nz).

## Dove Pink Star Walk



On Saturday 11th October 2008 beneath a starlit Auckland sky, Dove will once again be holding the popular Dove Pink Star Walk. The Auckland Domain will be awash in a sea of pink as 5,000+ people walk in aid of The New Zealand Breast Cancer Foundation.

This 5km charity walk is open to men, women and children of all ages and begins at 8.00pm. It promises to be a star studded night with prizes for the best pink outfit, goody bags, a spectacular pink fireworks display and entertainment to cheer people onto the finish line.

To register, log onto [www.mydove.co.nz](http://www.mydove.co.nz), and fill in the online entry form. For further information please email [dovepinkstarwalk@sparkactivate.co.nz](mailto:dovepinkstarwalk@sparkactivate.co.nz).

## Pink Ribbon Day Street Appeal



The Pink Ribbon Day Street Appeal is The New Zealand Breast Cancer Foundation's major national fundraising event and will be held on Friday 10th October 2008. Each year a pink army of more than 6,000 volunteers are out on the streets collecting donations in return for pink ribbons and having a great time while they are at it.

## Join the Pink Army – Volunteers Urgently Needed

Each year Pink Ribbon Day goes from strength to strength, thanks to the commitment of area co-ordinators and volunteers throughout the country. With Pink Ribbon Day fast approaching we once again need your help. If you are able to spare a few hours of your time to collect on **Friday 10th October**, or would like to be involved with the organisation of the Street Appeal in your local area, we would love to hear from you! To register please phone the Pink Ribbon Appeal Office on TelstraClear toll free 0508 105 105.

## FASHION, FUN, FOOD AND FRIENDS – IN THE PINK A ROARING SUCCESS



The New Zealand Breast Cancer Foundation's annual fashion extravaganza, In The Pink, was a spectacular success this year, treating guests to a truly fabulous night out and raising over \$100,000.

Held on Friday 11th July, In The Pink showcased garments from a range of designers including Andrea Moore, Annah Stretton, Caroline Church, Hailwood, Huffer, Helen Cherry, Jane Rhodes, Little Brother, Liz Mitchell, Triumph Lingerie, Karen Millen and Zambesi.

TV celebrity Jane Keily emceed the event, which also included live entertainment from Jordan Luck and Band and a two-course meal from SKYCITY chefs.

As part of the evening a fantastic selection of prizes were auctioned off including a trip to Fiji's Yasawa Islands, a Dior watch and the popular Vmoto Pinkie scooter. The auction alone raised a record amount of \$55,400! Funds raised during the event go towards helping The Foundation continue to provide free nationwide community education, educational resources, research, medical grants and scholarships, patient registers and advocacy.

Thank you to all the guests, supporters and sponsors. Successful shows such as In the Pink depend on the collaboration of our community and we cannot thank you enough for continuing to support The Foundation as it leads the fight against breast cancer.

## Weight Watchers Support Grows

Weight Watchers New Zealand and its members nationwide continue to be loyal supporters of The New Zealand Breast Cancer Foundation, raising much needed funds and awareness.

This year their Slimmer of the Year event raised \$4,440 for The Foundation - the grand total representing \$1 for each kilo lost by those participating in this year's contest. This truly inspirational event has now seen Weight Watchers raise over \$32,000 for The Foundation in recent years.

Add to that the wonderful commitment Weight Watchers made to the success of the inaugural Pink Ribbon Breakfast, and The Foundation can be truly grateful for all the hardwork and shared 'healthy lifestyle' vision of this organisation.



Executive Trustee Heather Shotter receives cheque from Weight Watchers Marketing Director Australasia, Michael Burgess

## New Sponsors

### Willow Announce Their Support

Willow is proud to team up with The New Zealand Breast Cancer Foundation and support this charity of high relevance to customers of their range of housewares.



Each year Willow will donate \$20,000 to The Foundation and this partnership will be communicated on a selected range of houseware products including food storage, bakeware, indoor refuse items, laundry hampers and jewellery/cosmetics organisers.

Willow has a proud history of manufacturing houseware and leisureware items that spans over 120 years. Willow continues to prosper thanks to their consumer focus, customer service, staff integrity and new product development. Willow houseware products are available at your local Briscoes, Progressive, Plastic Box or Mitre 10 outlets. For further information on Willow and their product range please visit [www.willow.com.au](http://www.willow.com.au).

### BIC Gives Back

BIC New Zealand is pleased to be a new sponsor of The New Zealand Breast Cancer Foundation.



As part of their sponsorship BIC will donate a portion from each sale of its BIC Twin Lady and BIC Comfort 3 for Women shavers to The Foundation and both products will feature The New Zealand Breast Cancer Foundation's Pink Ribbon logo.

BIC are impressed by the work of The Foundation in raising funds for breast cancer research and education and are excited about the opportunity to give back to their loyal customer base. Throughout 2008 and 2009, BIC will help raise the profile of The Foundation with exciting new initiatives across their portfolio of women's shavers.

BIC is a leading international distributor of stationery products, lighters and shavers in more than 160 countries around the world. For more than 50 years, BIC has honoured the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognised brands in the world. For more information visit [www.bicworld.com](http://www.bicworld.com).

### Firestone Drives Funding for Breast Cancer

Firestone is very excited to be working with The New Zealand Breast Cancer Foundation to raise funds and awareness for breast cancer awareness and research. With the help of Jeanette Thomas, this September Firestone is encouraging Kiwis to realise that a little bit of pink can go a long way with their Pink Cap Drive.



All customers have to do is add a touch of pink to their car wheels by purchasing pink tyre valve caps for only \$2 each. The challenge is on to get 10,000 caps on the road by October 1 2008. Every cent raised from the pink caps will benefit the work of The New Zealand Breast Cancer Foundation.

Pink caps are available at participating Firestone outlets or online. Donations are also welcome – head to [www.pinkcapdrive.co.nz](http://www.pinkcapdrive.co.nz) for more information.

### Polo Ralph Lauren – Proud to be Pink

Continuing their commitment to the global fight against breast cancer, Polo Ralph Lauren are pleased to support The New Zealand Breast Cancer Foundation in promoting awareness of breast cancer, providing information and education, and raising funds to support breast cancer related initiatives.



POLO RALPH LAUREN  
PINK PONY CAMPAIGN

As part of the Pink Pony Campaign, Polo Ralph Lauren will show their support by donating 25% of all New Zealand sales from the 2008 Pink Pony Collection directly to The Foundation. This year marks the first time that the collection has been available in New Zealand and it represents the biggest-ever range, expanding into several new categories including denim, home wares and accessories.

The Pink Pony Fund was launched in 2000 when Ralph Lauren lost a dear friend to breast cancer and decided to use his influence and recognition to back a worthy cause. Each year the Pink Pony Fund supports programs globally for early diagnosis, education, treatment and research.

The Pink Pony Spring 2008 merchandise will be available at Polo Ralph Lauren's Newmarket store in Auckland from October 1<sup>st</sup> 2008.

#### PREMIER SUPPORTERS



#### GOLD SPONSORS



#### GOLD STRATEGIC PARTNERS



#### Silver Sponsors: Dove, BIC (NZ) Ltd, ghd hair

**Bronze Sponsors:** ACCO New Zealand Limited, Alison's Pantry, ASB Bank, Dunlop Flooring, Firestone, Flight Centre, Hallmark Cards NZ Limited, Healtheries of New Zealand Ltd, Lady Jayne, LeaderBrand Produce Ltd, Methven Limited, Pandora, Polo Ralph Lauren, SKYCITY Auckland, Sleepyhead Manufacturing Co. Ltd, Telstra Clear Ltd, Triumph International NZ Ltd, Willow Ware

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