

# PINK RIBBON PRESS

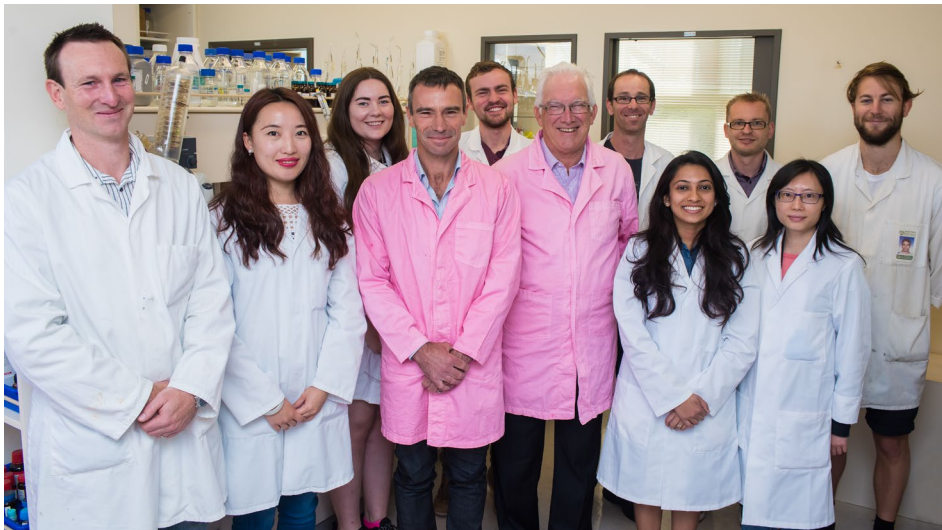
Autumn 2017



Breast Cancer  
Foundation NZ

**HOST A BREAKFAST IN MAY!**  
[www.pinkribbonbreakfast.co.nz](http://www.pinkribbonbreakfast.co.nz)

## A vaccine for breast cancer?



The Ferrier Institute Team headed by Professor Richard Furneaux (pink coat on right)

Work has begun on finding a breast cancer vaccine right here in NZ, and it's donors like you that have made it possible.

The BCFNZ Ferrier Breast Cancer Research Programme (a new five-year partnership with Victoria University's Ferrier Institute) offers the prospect of a game-changing scientific breakthrough.

We've committed half a million dollars to the programme, with the first focus on bringing a therapeutic vaccine to clinical trial stage.

Unlike regular vaccines given to healthy people, a therapeutic vaccine will stimulate a patient's own immune system to attack and destroy breast cancer cells. The Ferrier Institute has already done exciting work in this field.

"We went looking for a research partner who would give us the best shot of moving toward our vision of zero deaths from breast cancer," says Evangelia Henderson, chief executive at BCFNZ. "We were blown away by the calibre of the Ferrier team."

As always, we are relying on our donors and corporate sponsors to fund the programme. Proceeds raised through this year's Pink Ribbon Breakfast (see story on p3) will be an important part of that, which means that your fundraising efforts could help save lives.



**This issue:  
innovation the key  
to zero deaths**

## mybc: the power of support, anywhere, any time

An innovative app launched by Breast Cancer Foundation NZ (BCFNZ) is changing Kiwi breast cancer patients' lives for the better.

The first of its kind in Australasia, mybc went live late last year and already has 430 users. BCFNZ has been spreading the word via breastcare nurses across New Zealand and the number of members is set to increase steadily.

**"It is only other breast cancer sufferers who really understand, so I find it very good for seeing that I am not alone."**  
mybc member

An online community for New Zealanders affected by breast cancer, mybc links patients who have the same diagnosis, enabling them to chat, support and encourage each other.

"You get a sense of relief from people on the site when they discover that there's someone exactly like them," says Sarah Munro, BCFNZ's breastcare nurse. She and another nurse moderate the site to ensure that members don't inadvertently receive

incorrect information. Patients can message, phone or video call the nurses privately; track their own progress; and access reliable resources.

The nurses provide information to patients' family and friends, too. With its emphasis on community, mybc is whanau-friendly and could have particular value for Maori and Pasifika patients.

CEO Evangelia Henderson says the merit of patient-to-patient communication should not be underrated. "It's unearthing the power of patients supporting patients. Nobody should feel they have to go through breast cancer alone."

Register online: [www.mybc.care](http://www.mybc.care) or download the app to your phone

**"During this traumatic time it was a really welcoming site to enter – non-threatening and not in your face...the site and I will become well acquainted as time progresses."** mybc member

# Innovation the key to Zero Deaths



Evangelia Henderson

I am excited by the stories in this issue and I'm sure you will be, too. The common theme is innovation – vital if we are to achieve our vision of zero deaths from breast cancer in New Zealand.

Young mothers like Tamara Malone and many other Kiwis whose lives have been shortened by this heartless disease need our help. It's crucial that we act urgently to help stop the suffering.

We must advance our programmes in new and effective ways, pushing for new frontiers in early detection, treatment and support.

You'll see that we are doing exactly that: partnering with the Ferrier Institute to explore the possibilities of a therapeutic vaccine; introducing our mybc app which uses smart technology to link patients; hosting webinars on topics of vital interest to our breast cancer

community; and raising early-detection awareness via an attention-grabbing digital campaign.

We can never relax or sit still while we are losing so many New Zealanders to breast cancer. Innovation is absolutely key, now and in the future.

As always, we need your help. We know you share our vision. Together – Breast Cancer Foundation NZ, our donors, our supporters, and our research partners with the smartest minds in town – we can make it a reality.

Evangelia Henderson (CEO)

## Tamara's story: no happy ending in sight

If Tamara Malone had been prescribed the drugs that Pharmac is now funding back when her cancer first spread, there's every chance she could expect significantly more time with her husband and five children.

And if a therapeutic vaccine for breast cancer existed today, (see page one), her story would likely be heading towards a happy ending.

Tamara was diagnosed with breast cancer when she was just 33 years old. Seven years on, the cancer has spread throughout her body and to her brain. She knows her time is limited, but it could have been extended had she been prescribed Perjeta along with Herceptin.

Despite disappointment, she and her family are soldiering on. "Cancer doesn't stop. It just goes on and on," she says.

Although she knows that the BCFNZ Ferrier Breast Cancer Research Programme may not pay dividends in time to help her, she hopes that it will end up saving other people's lives.

So do we.



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



ONLINE AT  
[www.breastcancerfoundation.org.nz](http://www.breastcancerfoundation.org.nz)



FREE PHONE  
0800 902 732



MAIL THE COUPON  
ON PAGE 5 TO  
Private Bag 99650,  
Newmarket, Auckland 1149

## Perjeta now funded

Breast cancer treatment for terminally ill New Zealanders has just taken a big step forward with the funding of Perjeta, a drug that extends people's lives and gives them more time with their families.

Pharmac decided to fund Perjeta for patients with advanced (metastatic) HER2+ breast cancer from January. Those patients are now prescribed Herceptin and Perjeta simultaneously, which is internationally acknowledged as the standard of care.

Sadly, the funding does not extend to HER2+ patients who were being treated before January. We are continuing to advocate to Pharmac for equal access for these women.

# Web-based seminars a hit with patients

Patients who are struggling with the side-effects of breast cancer treatment can find it hard to get expert advice between their six-monthly hospital appointments. BCFNZ now offers webinars – online, interactive seminars where patients can listen to and ask questions of doctors and other experts.



Our first-ever webinar for cancer patients attracted 150 registrations. Our second drew more than 550.

Living a normal(ish) life with advanced breast cancer was hosted in October last year. People joined via computer, tablet and smartphone to hear from a patient who has lived with advanced breast cancer for 12 years, along with a support worker and a psychologist.

Many of the questions were aimed at the patient, asking how she deals with the numerous challenges she and her family face. People were also interested in

complementary therapies.

Last month we hosted Learning to love Tamoxifen and Aromatase Inhibitors.

We asked a breast cancer patient, an oncologist and a doctor with special interest in menopausal symptoms to give advice and answer questions for women

suffering debilitating side-effects of these common drugs.

“Even if you live in a remote area, you should have access to the best possible care,” says Evangelia Henderson, chief executive at BCFNZ. “This is another way we can use technology to work for us.”

Check our website for information about upcoming webinars. Patients and their families can register for free, from anywhere in New Zealand.



## Dear nurse...

**Question:** How do I help someone who has had a diagnosis of breast cancer?

**Answer:** Keep in touch and listen. You may feel awkward and don't know what to say - there are no 'right' words. Just let them know you're there: make a visit, call, drop them a note or card.

**Things to consider:**

- Some people want to talk about their cancer; others welcome a diversion. Pay attention to their cues. And don't be afraid to ask them what they want.
- Offer to help out with any community roles to remove the stress of having to step back for a while. Lend a hand with childcare if you can, and consider setting up a roster for transport, shopping and meals. Food is a biggie, so maybe try this online tool: [www.mealtrain.com](http://www.mealtrain.com)
- Remember: cancer treatment can be lengthy and draining. It's reassuring for the patient to know you are alongside them throughout the process, not just at the beginning.
- Consider joining mybc, an online community not only for those affected by breast cancer but also for family and supporters. Connect and share helpful tips and access reliable resources at [www.mybc.care](http://www.mybc.care)

Or freephone our specialist breastcare nurse on 0800 BCNURSE (0800 2268773)

## Consolidation of register to benefit all

Imagine how helpful it would be for health professionals and researchers to have data about New Zealand breast cancer patients' treatments and outcomes stored in a single place.

That is precisely what we are working on, and we're making good progress in consolidating the four regional breast cancer registers.

Evangelia Henderson, chief executive at BCFNZ, says the consolidation of the regional registers will give us insights that we wouldn't otherwise gain.

“The benefit of having all the data together on one platform is that it will be possible to compare various centres, region by region, ethnicities and ages, and see patterns emerge in treatment and outcomes.

“It will help us to really understand where we can make a bigger difference,” she says.

Patient privacy is protected and no-one can look at individual patient records, merely overall patterns and trends.

The regional registers, funded by BCFNZ, were initiated by doctors wanting to follow patient outcomes in their own areas, starting with Auckland in 2000.

## Some of the best things are free

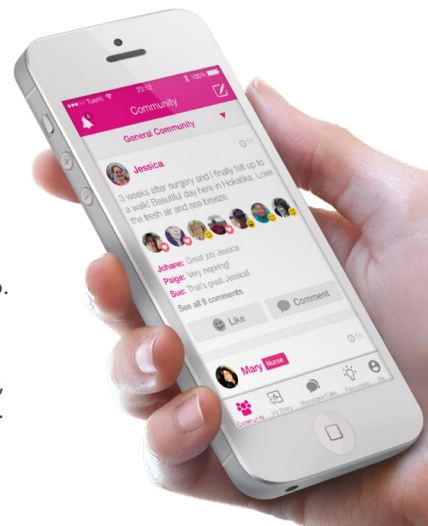
Breast cancer patients can be eligible for all kinds of valuable services. All you have to do is ask.

**FREE** – join mybc and receive support, tips, advice and more from specialist nurses and from patients just like you.

**FREE** – receive counselling to help you cope with your situation. Whether you've just been diagnosed, are in the middle of treatment or even long-since finished, we can help.

**FREE** – receive vouchers for exercise sessions that could make you feel a whole lot better, both during and after treatment.

**FREE** – resources to help you stay informed, and to spread the word about breast cancer awareness.



# Pink Ribbon Breakfast a feel-good way to raise funds

May is Pink Ribbon Breakfast month – a great excuse to gather friends and share some laughs while raising much-needed funds for breast cancer research.

Last year more than 3,200 Kiwis hosted a Pink Ribbon Breakfast, raising over \$1.7million. This year, we're aiming even higher.

Register to host a Pink Ribbon Breakfast and you will receive a special kit with everything you need to know, some goodies to help with your event, and some tasty Nadia Lim recipes to inspire you. (We are grateful to have Nadia as the face of Pink Ribbon Breakfast this year.)



The size and timing of the occasion is up to you. It doesn't even have to be breakfast: it could be morning tea, lunch or even dinner. In the past, hosts have hired a hall and invited 100 people to an event. Most, though, keep proceedings small, simple - and pink! Cupcakes are definitely flavour of the month.

The important thing to remember is that all contributions, large or more modest, really do make a difference. Our vaccine research programme (see page 1) will benefit from funds raised, and we are continuing to support people with breast cancer in various ways.



So please, register to host a breakfast today and contribute to our largest fundraising event of the year. Go to [www.pinkribbonbreakfast.co.nz](http://www.pinkribbonbreakfast.co.nz) for everything you need to know.



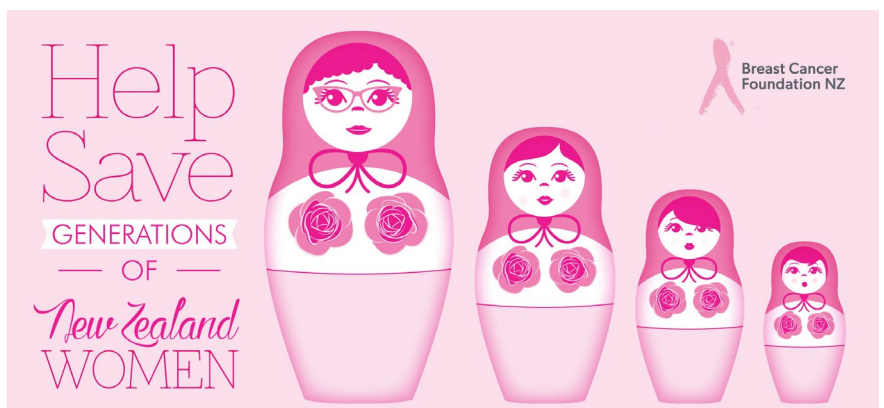
## Leave a lasting legacy and help save lives

Please consider leaving a gift in your will to help fund Breast Cancer Foundation NZ's long-term research and support programmes.

Find out more:

Email: [bequests@bcf.org.nz](mailto:bequests@bcf.org.nz)

Web: [www.breastcancerfoundation.org.nz/wills](http://www.breastcancerfoundation.org.nz/wills)



# Innovative digital campaign captures attention

Ignoring a lump won't make it go away.

That is the concept behind a daring digital campaign launched by BCFNZ in an attempt to build impact, awareness and engagement with a targeted audience.

The message is delivered via online ads that build a story sequentially. A small, slightly menacing pink lump appears on your screen, with a speech bubble saying "I'm a 2mm lump. You wouldn't be able to find me, but a mammogram might."

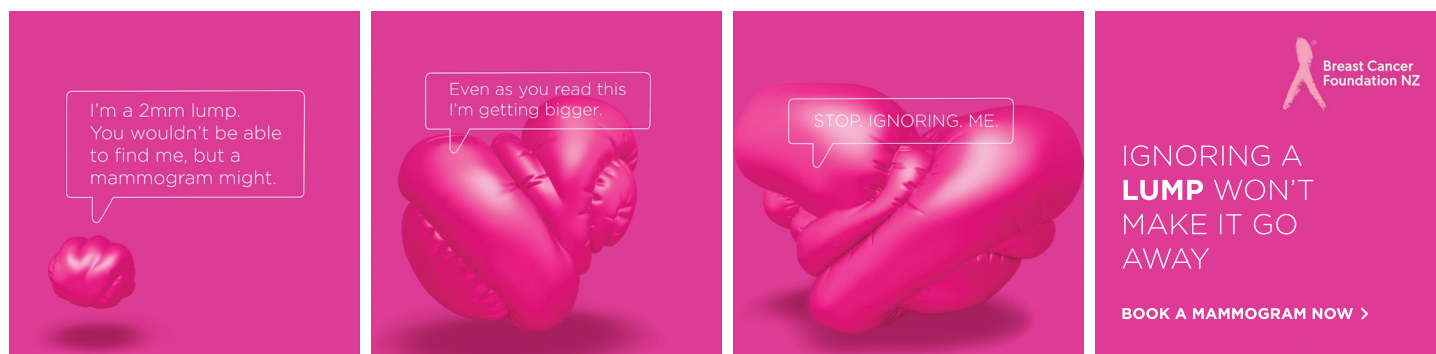
In a later message, the lump – which has now grown – says, "Ignoring me won't make me go away." This is followed by: "Even as you read this, I'm getting bigger."

The only way to fend off this malicious character is to click or tap and either learn more about self-checking (aimed at under-40s) or book a mammogram (aimed at over-40s). Once you've done so, the lump stops appearing. If you ignore it, however, it returns and threatens to spread.

Evangelia Henderson, chief executive at BCFNZ, says: "We are always looking for ways to innovate. This is a bold, creative way to get our message out there, and New Zealanders are responding."

The campaign kicked off in October last year alongside more traditional advertising. It was so successful that it is running again this year.

For extra reach, the Lump also has its own Facebook page. People are encouraged to share its posts with friends and family, and to post their own comments.



## Rainy street appeal a success

We'd like to thank the army of wonderful volunteers who collected at our street appeal in October and raised over \$815,000.

In towns and cities across New Zealand, thousands of volunteers took to the streets, refusing to be deterred by bad weather. Wearing smiles and raincoats, they urged passersby to dig deep and were generously rewarded.

Contributions also poured in via strategically-placed donation boxes.

## Pink Star Walk puts the 'fun' into 'fundraising'



Startling pink tutus, strawberry-coloured wigs, bright gossamer wings and even the odd pair of devil's horns were on display as thousands turned out for our annual Pink Star Walk.

Participants observed a minute's silence to remember loved ones before the fun began. Nearly \$330,000 was raised for breast cancer research and support - a great result.

Many thanks to all those who took part. We look forward to seeing you again this year.



**Breast Cancer Foundation NZ**



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 Breast Cancer Foundation NZ

Here's my donation of  \$35  \$75  \$250  Other Amount \$.....

Please make cheques payable to "Breast Cancer Foundation NZ" 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: Breast Cancer Foundation NZ, 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.

# Pak'nSave pink bag promotion pays off

Thanks to all of you who bought the first-ever pink PAK'nSAVE bags during the PINK'nPROUD October promotion. Your amazing effort saw 66,500 bags sold in PAK'nSAVE stores nationwide, raising a whopping \$132,878 for breast cancer research and support.

"This was a wonderful, high-profile campaign that really paid off in terms of both fundraising and awareness," says Evangelia Henderson, chief executive at BCFNZ.

"Customers really couldn't miss the attention-grabbing pink bags. We are grateful to PAK'nSAVE for partnering with us in this innovative way, and to everyone who supported us by buying a bag."

Steve Anderson, Managing Director for Foodstuffs New Zealand, says, "We're delighted to have raised over \$132,000 for the Pink Ribbon Appeal through the generosity of customers across the country. Supporting the Breast Cancer Foundation is one of the vital ways we give back to the communities we serve, and we look forward to an even stronger show of support from PAK'nSAVE with PINK'nPROUD in 2017."



## Patients & families enjoy heavenly meals from Angel Delivery

When cooking is the last thing you feel like doing, it's pure luxury to receive a gift of food that's both delicious and nourishing. Thanks to the generosity of Angel Delivery, we've gifted beautiful home-cooked meals to more than 50 women going through treatment in the past year. "What a lovely treat! It was especially nice to provide my partner dinner, because he is a full time dad and has made me some lovely food to get through the last few weeks. Thank you so much!!" - Susanne, meal recipient

## Country Kiwis support Milligans promotion

Rural New Zealanders have helped raise over \$40,000 by supporting the first-ever Milligans Calf Milk Replacer campaign. It was great to see such strong support from our rural community – an area that is very important to BCFNZ.

## Contact us

for information, support or to share your story.

Email: [info@bcf.org.nz](mailto:info@bcf.org.nz)

Phone: 0800 902 732

Web: [www.breastcancerfoundation.org.nz](http://www.breastcancerfoundation.org.nz)

Ask A Nurse: 0800BCNurse

Social:



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



@nzbcf

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

## Business Partner Recognition

Breast Cancer Foundation NZ is grateful for the support of the following business partners:

### Corporate Partners



### Pink Ribbon Platinum Partners



### Pink Ribbon Diamond Partners



### Pink Ribbon Gold Partners



### In-kind Partners

- .. Giltrap Prestige
- .. Bell Gully
- .. Soar Printing
- .. Colenso BBDO
- .. Starcom
- .. Post Haste
- .. Spark Foundation
- .. Eftpos New Zealand
- .. Stratos
- .. Angel Delivery