

PINK RIBBON PRESS

Autumn 2018



Breast Cancer Foundation NZ

HOST A BREAKFAST IN MAY!

www.pinkribbonbreakfast.co.nz

South Auckland patients delighted with new biopsy chair

Your donations have provided a new \$18,000 chair for BreastScreen Counties Manukau that helps position women correctly during procedures, and it's already receiving rave reviews.

BCFNZ's chief executive Evangelia Henderson says, "This has added a second chair at the Manukau SuperClinic, so women don't have to wait as long for procedures. Also, the new chair can accommodate heavier people than the old one, meaning everyone is now catered for."

"I used it for the first time today on a lady I was expecting to be a technically challenging second-attempt biopsy. The lady volunteered that it was so much more comfortable. The procedure was a comparative breeze. The chair is easily manoeuvrable, comfortable and helps us position for biopsies with ease. It is a very generous, thoughtful and practical donation to the women of South Auckland. Thank you."

– Dr Melanie Rees, lead radiologist

The chair has adjustable shoulder segments and headrest, offering positioning flexibility for patient comfort. It is being used for both breast screening and diagnostic procedures.

BreastScreen Counties Manukau clinicians are thrilled. Charge medical radiation technologist Samantha Jones says, "Our patients here in South Auckland come in all shapes and sizes. We had reached the point where our existing chair just would not accommodate our larger ladies.



BreastScreen staff Rachel Gibb, left, and Rene Davidse

"The chair is really ergonomic, easy to use and very comfortable for the ladies. The headrest can be lifted which eliminates the use of a cushion. We can let the sides down when we are doing stereotactic biopsies coming from the side. The arm is out of the way and very comfortable. The arm and contra-lateral breast are not pinned down....the automatic up and down is good and the bed is easy to move around. I am very impressed and happy with the chair."

- Rene Davidse, Medical Radiation Technologist

"The benefits are ease of movement with the chair and less risk of injury for the staff. Staff can be confident that the chair will not tip or move when a lady gets on or off. Also, the chair looks a lot less intimidating than our old one. We will hopefully reduce the number of repeat biopsies due to movement," says Samantha.

"I estimate at least 30 ladies a week will benefit from having this splendid new equipment."

This issue:

How your generous donations are helping plug the gaps

Plugging gaps in patient care



Evangelia Henderson

I think you'll agree that, judging by recent news reports, our nation's health budget is stretched almost to breaking point.

So it is exceptionally heart-warming when your support allows us to donate cutting-edge technology that makes a real difference in improving diagnosis and treatment for breast cancer patients.

The tomosynthesis technology in Palmerston North (page 5) and the special mammography chair used for biopsies in Counties Manukau (front page) are great examples of us helping to provide the essential upgrades that might otherwise remain unmet for an unacceptably long time.

Breast cancer diagnoses are on the rise – 3,300 a year for the past three years – and we desperately need to continue investing in new, improved treatments to tackle this devastating illness.

As always, education is a vital component of the work we do. You'll read about our October

awareness campaign on page 5 which led to unprecedented levels of feedback. I'm particularly delighted by the comments from the patient who credits the campaign with saving her life.

Also, since the last issue of Pink Ribbon Press, the new government responded to our petition – signed by 10,000 of our supporters – and committed to raise the age of free breast screening eligibility from 69 to 74. This is an extremely encouraging move that will undoubtedly save lives. If you're in that age group, be sure to ask your doctor about it at your next visit.

We remain absolutely focused on our vision of Zero Deaths from Breast Cancer. Thank you, as always, for your loyal support.

Evangelia Henderson (CEO)

Happy news for young breast cancer survivor

Many of you will remember Eva Wong from our mid-year appeal last year.

After finding a lump and going to her doctor, Eva was shocked to be diagnosed with breast cancer at just 26 years old. After treatment, Eva married her boyfriend, Josh. Soon afterwards, the happy couple welcomed their gorgeous son, Joe.

Now, we have more wonderful news to share with you – Eva and Josh are expecting their second child. Eva says, "After being told there was a chance I wouldn't be able to have children, at least not without help, it's a miracle to be expecting our second child five years after diagnosis. Our wee girl is due to arrive in June."

We're sure you join us in wishing the Wong family all the very best with their new addition.



New nurse offers support

Breast Cancer Foundation NZ is delighted to welcome our new nurse educator, Kylie.

Kylie, who has a background in breast surgery nursing, has natural empathy and great communication skills.

She looks forward to promoting breast awareness amongst all New Zealanders, as well as helping individual women through their breast cancer journeys via our 0800 helpline and mybc.



Dear Nurse...

Question: My sister no longer needs her prosthesis. What should she do with it?

Answer: Following breast surgery, many women choose to wear a prosthesis, or breast form, to restore the appearance of having a breast(s) when fully clothed. Prostheses, which are government-subsidised, are valuable, so please don't throw them out! Rather, they can be distributed to women throughout New Zealand and even overseas. For information about this, call our specialist breast care nurse on **0800 BC NURSE (0800 226 8773)**. Or email breastnurse@bcf.org.nz

Join Pink Ribbon Breakfast's 10-year celebrations

Are you a regular Pink Ribbon Breakfast host? Did you host one in the past but not recently? Or have you thought about holding an event but never quite managed it?

This May is Pink Ribbon Breakfast's 10th anniversary, and we'd love you to join us in celebrating this fantastic milestone by hosting your own event.

It could be as simple as inviting a few friends to your place for morning tea, or as elaborate as hosting a full-on get-together. We love seeing the creativity and enthusiasm of our hosts and their guests.

We're grateful to have the wonderful Nadia Lim (right) as the face of Pink Ribbon Breakfast for the second year running. Last year, we were delighted when Nadia hosted her own pink ribbon event – and so did her mum!

Last year, around 90,000 people of all ages and backgrounds took part in Pink Ribbon Breakfasts around New Zealand, from remote communities to urban areas, in workplaces, private homes and restaurants. This year, we'd love to reach even more people to help us celebrate Pink Ribbon Breakfast's first decade!

When you sign up, you'll receive a useful free host kit to help with your event.



Sign up today at www.pinkribbonbreakfast.co.nz

You'll find instructions on setting up a fundraising page, too – or if you need help, call us on **0800 902 732**.

A Pink Ribbon Breakfast veteran and legend!



Barbara Manning, from Auckland (above, second from left), is an old hand at hosting Pink Ribbon Breakfasts – she's gearing up to hold her 10th one this May!

She has raised around \$4000 for Breast Cancer Foundation NZ over the years, mostly by hosting guests at her place. She's enjoyed the excuse to have fun with friends while helping to support a great cause for the past decade. Thanks, Barbara and friends!

Street appeal generosity

We're extremely grateful to the 9,000 volunteers who shook pink buckets, smiled, chatted and handed out education material while collecting for our annual street appeal in October. Thanks to you, we raised over \$750,000 - an amazing total that will make a huge impact on our research, education and support programmes. Special thanks to those of you who stepped up as co-ordinators: your skills are much appreciated!

Pink Star Walk brings out the crowds

More than 3,200 people flocked to the Pink Star Walks in Auckland, Christchurch and Wellington, raising well over \$200,000 for breast cancer education, research and support.

Pink rain ponchos brightened up the Auckland event, while the other two walks took place in beautiful sunshine.

Thanks to all of you who took part or donated to the fundraising. We look forward to seeing you again at this year's events.



PLEASE DONATE TO SAVE LIVES AND SUPPORT WOMEN WITH BREAST CANCER

ONLINE AT
www.breastcancerfoundation.org.nz

FREEPHONE
0800 902 732

MAIL TO
**Private Bag 99650,
Newmarket, Auckland 1149**

Breast Cancer Foundation NZ hosts patient symposium to share knowledge

Hundreds of people learned about genetic testing for breast cancer, benefits of self-hypnosis and the prospect of personalised medicine at a free public seminar funded by BCFNZ last November.

Leading researchers from the USA, Canada, United Kingdom, Singapore and Australia joined local experts at Auckland University of Technology (AUT), for From Research to Reality, a series of fascinating short talks on the latest research and what difference it could make for New Zealanders with breast cancer.

The event, made possible by our donors' generous support, was part of the NZ Breast Cancer Symposium and attracted nearly 200 registrations. Our wonderful ambassador, Lorna Subritzky, was MC for the day.

Chief executive Evangelia Henderson says, "With more Kiwis diagnosed with breast cancer every year and over 600 dying, we're relying on scientific research for the game-changing breakthroughs we need. This seminar gave people a glimpse into the progress being made in many important areas."

Topics included:

Making cancer research more effective for patients; Genetic testing for breast cancer research; Intraoperative radiotherapy; Surveillance for lymphoedema; New ways to classify breast tumours for better treatment; Vitamin C and cancer; The choice: mastectomy or lumpectomy; Personalised medicine in action in NZ; Enhancing quality of life with self-hypnosis.



BCFNZ Research and Communications Manager, Adèle Gautier, presenting

Afterwards, we received this feedback:

"Please pass on my congratulations to everyone involved in the organisation of the day, everything flowed so well and everyone was greeted with such warmth. It was a highlight of my year to be able to attend. Please also congratulate the MC, the research doctors and other experts for making the day so enjoyable and interesting, and being open to individual queries. I laughed many times and cried at one point...overall I came away inspired and impressed. Thank you once again."

– Sheila



mybc reaches 1,000 members

Our innovative app, mybc, has just reached 1,000 members and is growing every week, providing vital support for patients around New Zealand.

Launched in late 2016, mybc enables patients to chat, support and encourage each other with input and guidance from experienced breast care nurses.

Register online: www.mybc.care or download the app to your phone.

"...great to be able to message the nurse, especially with little questions that you don't want to wait until your next oncology appointment to ask."

– mybc member

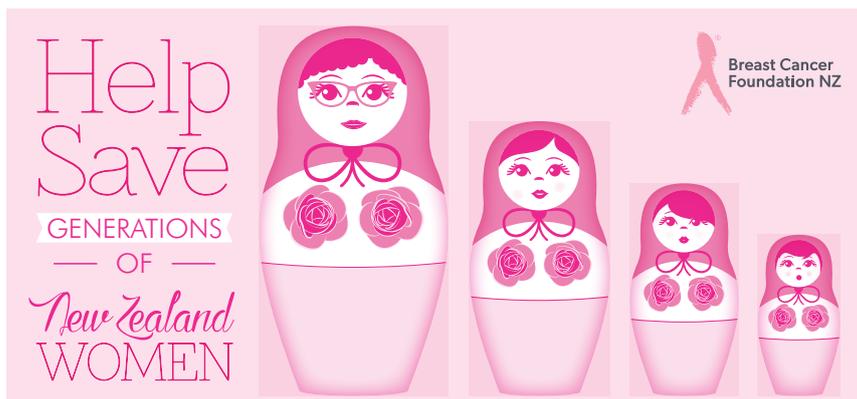
Leave a lasting legacy and help save lives

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: bequest@bcf.org.nz

Website: www.breastcancerfoundation.org.nz/wills



Access to 3D mammography for patients in Palmerston North

Now women in the central North Island will have access to sophisticated breast imaging thanks to your generous donations.

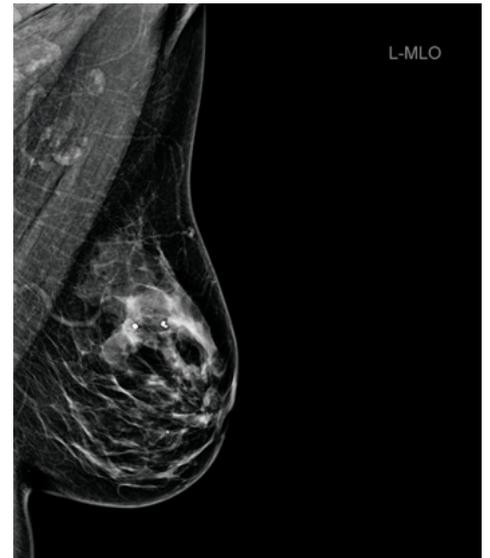
Meanwhile, patients in South Auckland are benefitting from a new high-tech chair that is already making a huge difference (see front page for full story.)

Breast tomosynthesis, or tomo, is a kind of 3D mammography that uses a low-dose x-ray system and computer reconstructions to create detailed images of the breasts.

Clinical trials have shown that tomo finds up to 40% more invasive cancers with 15% fewer false positives than traditional 2D mammography; finds smaller cancers; and can be better at finding cancers in dense breast tissue.

Breast Cancer Foundation NZ's chief executive Van Henderson says, "Breast tomosynthesis gives radiologists a better picture of what's going on in the breast, but it's not yet widely available in New Zealand. We're delighted to be able to supply this state-of-the-art technology, costing \$140,000, to benefit patients at Palmerston North hospital."

Physically, tomo is a bolt-on upgrade to



an existing mammography machine. The patient has her mammogram, then waits another minute for the device to scan each breast. MidCentral District Health Board estimates they will use tomo on 1,500 to 2,000 patients per year, which will keep the machine at full capacity.

Tomo will be used to assess patients with abnormal screening mammogram results; to assess lumps or other symptoms in younger women referred by their GPs;

and to screen higher-risk women (e.g. those with BRCA mutation).

"Tomo will give doctors and patients greater certainty about potential abnormalities, help reduce unnecessary biopsies, and find cancers smaller and earlier," says Mrs Henderson. "This is an exciting investment in improving early detection and diagnosis, and we are so grateful to our donors for making this possible."

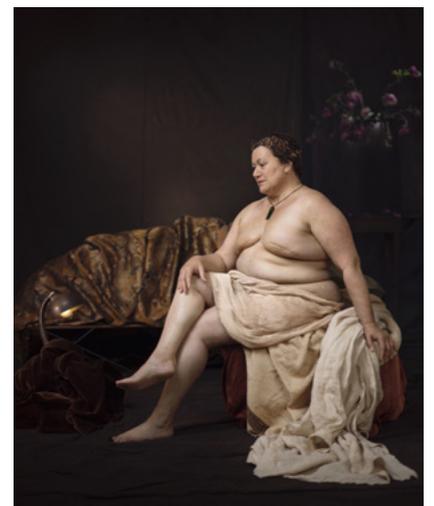
Campaign reaches millions and makes a difference

Our October 'Knowledge Beats Breast Cancer' awareness campaign made huge impact across New Zealand. Featuring three amazing breast cancer survivors, Shona, Kelly and Anete, the ads compared 21st century medical knowledge with the lack of breast cancer recognition in Renaissance times.

These striking images grabbed attention and got people talking – which is just what we intended. Here's some feedback we received:

"I just want to pass on my deepest appreciation to BCFNZ and especially to Shona — you have saved my life. In late September I noticed dimpling under my right breast when I lifted my arms. I checked my breast for lumps and didn't feel anything so I chalked it up to another sign of getting older (I am 54). But late in October, I saw Shona's story when I was flipping through a women's magazine. The ad made me realize I needed to be checked. It is now early December and I am just out of hospital from a lumpectomy...I know that if I hadn't seen that ad, the cancer would have progressed much further before being detected. Please pass on my deepest thanks to Shona. Her courage has saved my life."

- Patient via email



Breast cancer survivor, Shona

We shared this feedback with Shona, who said, "I am so happy that what we have done has helped someone. I feel so overwhelmed, it's so good to know that this has truly helped others."

Robert Harris shows Pink Ribbon Breakfast generosity

Since partnering with us four years ago, the Robert Harris café network - with the support of their customers - have contributed over \$190,000 from 10% of breakfast menu sales plus customer donations throughout May each year.

Barney and Rose Hyde, owners of the Robert Harris café in Palmerston North, say: "Being able to contribute so much is a great feeling and something we're extremely proud of. We turned our cafe and ourselves pink for the month with decorations and a startling uniform change which attracted many comments from customers.

"We had a tremendous response from our customers - both existing and new - and we hosted many Pink Ribbon breakfasts in our cafe for groups within our local community. Our staff feel they're really making a difference, especially knowing the same is happening right across the country in all Robert Harris cafes.

"We're looking forward to 'getting our pink on' again this May and hosting even more breakfast parties!"

So why do Robert Harris cafes continue to take part? Back in the



1950s, their founder, Robert Harris, was not only a businessman, but was also heavily involved in community work. Today, all Robert Harris cafes nationwide support this event and Breast Cancer Foundation NZ, as their way of honouring his community spirit and his legacy.



Pink bags raise heaps!

Our great mates at PAK'nSAVE did an amazing job last year. Sales from Stick Man's pink reusable bags raised a huge \$174,000. Thanks to everyone that bought bags during October.

Farewell and thanks, Avon

We've been extremely fortunate to have had Avon's support since 1999. During this 18-year partnership, Avon has contributed an amazing \$1,026,092 to BCFNZ. Sadly, the relationship is now coming to an end.

BCFNZ's chief executive Evangelia Henderson says, "Their incredible support has helped us significantly with our work. Avon has been a true champion of breast cancer globally, as well as locally, for a long time, and we are very sorry to be parting ways."

The partnership is only ending because Avon is closing its operations in Australia and New Zealand to focus on other markets.

Sharon Plant, Avon's President & Managing Director, says, "This has been a difficult decision to make and I would like to take this opportunity to thank you and your team for the wonderful partnership that we have built to champion our breast cancer crusades. We wish you all the best as you continue with your mission."



Heartland chips turn pink in May

We'd like to welcome a new partner, Heartland Potato Chips - a family-owned and operated business based in Timaru, founded by Raymond and Adrienne Bowan in 2010. They grow all the potatoes processed in their factory, which allows for control of the whole process 'From our Farm to You', plus they're gluten free and cooked in a special blend of sunflower and canola oil. Look out for the limited edition packs this May, supporting BCFNZ.

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

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 Web: www.breastcancerfoundation.org.nz
 Ask a nurse: 0800 BC NURSE (0800 226 8773)

www.facebook.com/BreastCancerFoundationNZ
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