

PINK RIBBON PRESS

Six-month roundup
Spring 2020



Breast Cancer
Foundation NZ

JOIN US FOR A PINK RIBBON WALK

www.pinkribbonwalk.co.nz



Northlanders benefit from new diagnostic ultrasound machine, thanks to you!

Your gifts have made a difference in Northland, where women waiting to find out if they have breast cancer have benefited from a new diagnostic ultrasound machine. The addition of this new machine to Whangārei's Mauri Ora Breast Clinic is helping to meet growing demand for breast screening, which has increased by 45% since the clinic opened in 2006.

Our chief executive, Evangelia Henderson, said she was thrilled to be able to respond to Northland DHB's urgent appeal to fund half of the \$104,000 machine: "Receiving a timely diagnosis is crucial to improving your chance of surviving breast cancer as it means you can start on treatment sooner, so this new machine will make a real difference for people in Northland."

Mauri Ora Breast Clinic service manager, Barb Miller, said: "Before the new machine was installed in February, if the one machine we had broke down, patients were sent home until the technician arrived from Auckland. A large percentage of our population are from the mid and far north. Some of these women travel large distances to their appointment, and if it was cancelled, they would have to come back – which could delay their diagnosis."



Radiologists Kim and Anthea try out the new machine on a patient at Whangārei's Mauri Ora Breast Clinic.

Pilot kicks off for terminal breast cancer patients in Waikato

A ground-breaking pilot is just starting at Waikato Hospital, offering hope to advanced breast cancer (ABC) patients in New Zealand, made possible by you. With your help, we've worked with doctors and patients to develop ABCpro – a tech-based nursing service offering personalised support to help patients manage their symptoms. Currently, there is no cure for ABC, which is breast cancer that has spread to other parts of the body.

So, how does ABCpro work?

Each week, patients complete an online survey about their symptoms. If any reported symptoms raise a 'red flag' (for example a change in severity or frequency), a specialist ABC nurse will receive an alert with guidelines on how to

manage those symptoms. The nurse will then contact the patient with advice.

BCFNZ's chief executive Evangelia Henderson said: **"ABC patients have told us that the struggle to manage symptoms has the biggest impact on their quality of life – ABCpro can make a massive difference to help with that. It could also free up capacity in our already-stretched health system by reducing visits to the emergency department.**

"The service will be available to anyone in the Waikato region, no matter where they live. If this trial is successful we want to make this tool available to all DHBs across the country."

Thank you for being there through the toughest of times



Evangelia Henderson CEO

This year we have all been through such massive upheaval and at times it's been a real struggle to know how to cope. Despite all of the uncertainty, your unwavering support has helped to get us through.

Thanks to your generosity, we continued providing vital support throughout lockdown. Our nurses gave advice and reassurance to patients who were desperately worried about what the COVID-19 situation meant for them. Thanks to you, we kept our 0800 phone line and online community, mybc, available for everyone who needed it.

During lockdown, around 400 women who would have received a breast cancer diagnosis missed out on getting mammograms or a referral from their GP, leading to delays in people being able to access treatment.

We're urging the Government to clear this backlog urgently, so that everyone can get a timely diagnosis. We're also calling on the Government not to use COVID-19 as an excuse to backtrack on

its promise to develop an early access programme for new cancer treatments.

COVID-19 has also hit us, as an organisation, hard. Lockdown forced us to postpone Pink Ribbon Breakfast from May to June. It also led to huge amounts of uncertainty over what activities we could continue throughout the rest of this year, and a downturn in income. While we have appreciated the amazing support that you have given, we're facing a significant shortfall so we need your support more than ever.

That's why we are so thankful you've stood by us. Your commitment has meant breast cancer patients have not been left behind during these extraordinary times. You've shown what we can achieve together for the breast cancer community, so thank you.

Free GP visits for terminally-ill patients: Making your voices heard in Wellington

In July we were invited to present our petition, signed by thousands of you, in front of the Health Select Committee. We made the case that all advanced breast cancer (ABC) patients should automatically be able to see their GP for free.

The group of MPs were very moved to hear from Cheryl Carr, who lives with ABC. She spoke powerfully about how she is often forced to choose between a doctor's visit to help manage her symptoms and putting food on the table for herself and her daughter.

The Committee are now considering our petition and will make recommendations to the Government.

"When every cent of my budget is accounted for with the basics, where does \$25 to see my GP come from? The only thing that can be eaten into is the food bill." – Cheryl Carr



A petition signed by thousands of you was presented to MPs with the help of ABC patient Cheryl Carr.

Celebrating 20 years of being cancer-free

Vicky Newman, a mum of two from Kaukapakapa, was just 34 years old when she was diagnosed with breast cancer in 2000. She had a mastectomy and chemotherapy, but less than a year later, Vicky learnt the cancer had returned in her neck.

Despite being told she wouldn't survive, Vicky responded well to an international clinical trial for Herceptin and has been cancer-free ever since. She wanted to celebrate 20 years of being a cancer survivor by hosting her first ever Pink Ribbon Breakfast.

Vicky said: "Going through this was a huge eye-opener on what's important in life, and that was to be there for my children and husband. I just thought what doesn't kill you only makes you stronger. Seeing as I'm still here, 20 years later, I thought it was time to celebrate with my friends and family, raise some money and give back.

"For me, reaching 20 years is a pretty significant milestone after being told you aren't likely to survive. I want to spread the message that a lot of people can live with cancer, and survive."



Vicky Newman celebrated 20 years of being a cancer survivor by hosting a Pink Ribbon Breakfast

At the time of writing, Vicky has raised a phenomenal \$12,170 through her Pink Ribbon Breakfast – well done and thank you so much, Vicky, and all of the wonderful whānau and friends who supported her!!!

Thousands host Pink Ribbon Breakfast in July

The COVID-19 lockdown forced us to postpone Pink Ribbon Breakfast this year, but we were so excited to be able to go ahead in July. To date, we've had 1,700 wonderful people organise and host their own Pink Ribbon Breakfast, and over \$700,000 has been raised.

"It was heart-warming to see New Zealanders rally behind this cause, in spite of what a horrendous year it's been," said BCFNZ Ambassador, Stacey Morrison.

"Thank you to everyone who got involved – the funds you raised are giving hope to breast cancer patients at a time when they need you more than ever."

We're so grateful for the efforts of our hosts this year, because the reality is COVID-19 has meant we've only seen around half the number of breakfast events and have generated one third of the income Pink Ribbon Breakfast usually earns.

Thank you to all of our wonderful supporters who have hosted a Pink Ribbon Breakfast for us.



BCF Nurse profile

Judith has joined our team as a specialist breast care nurse.



"I lost my own mum to breast cancer, now I help others"

Earlier this year we welcomed Judith Beattie to our team of specialist breast care nurses. Judith's mum Marjorie was diagnosed with breast cancer in 2005. Sadly, she passed away 12 years after being diagnosed.

Judith says: "I'd been a midwife for 22 years before I went to Hospice. While there, I was in awe of how caring the nurses were, so that led me back to nursing.

"I'd seen Mum go through breast cancer, and also watched a close friend go through it too after she had her baby. That's what drove me to specialise in breast cancer nursing.

"I love going to work each day knowing that we are making a difference to women's lives, through the advice that we give and the support we provide."

All of the wonderful support provided by our nurses is funded by donations like yours. We're so thankful your ongoing commitment means we can continue to offer these vital services.



Dear Nurse...

Question: I had surgery as part of my breast cancer treatment and I've been told I should look into physiotherapy to help my recovery. How will this benefit me?

Answer: Physiotherapy is often recommended to rebuild resilience during and after your cancer treatment. Physiotherapy is known to improve people's recovery of strength and range of movement after breast cancer surgery. It can also lessen treatment-related side effects, ease pain and improve confidence. If you've had surgery for breast cancer treatment or reconstruction in the last year, we fund four physiotherapy sessions.

You can apply for funding through our website:
breastcancerfoundation.org.nz

PLEASE DONATE. Help save lives and support women with breast cancer.

 **Online at**
www.breastcancerfoundation.org.nz/spring

 **Freephone**
0800 902 732

 **Mail to**
Private Bag 99650, Newmarket, Auckland 1149



Your help is even more vital during this COVID-19 crisis.

Thank you for your support.

Mr Mrs Miss Ms Other

Name: _____

Address: _____

Tel: _____

Email: _____

I would like to make a donation to Breast Cancer Foundation NZ

Please accept my gift of:

\$35 \$75 \$250 Other \$ _____

Credit card:

Visa Mastercard Amex

Card number:

Name on card: _____

Expiry date: Signature: _____

Direct bank transfer

12 3030 0534226 07 (One-off donation)

12 3030 0534226 06 (Monthly donation)

Please include your **supporter ID** and **PRP Spr** as a reference.

Donate online at www.breastcancerfoundation.org.nz/spring

Please make cheques payable to Breast Cancer Foundation NZ

Please send your donation and this form to:

BCFNZ, Private Bag 99906, Newmarket, Auckland 1149

Make your donations go further

We've partnered with Tax Gift to give you a quick and easy way to maximise your donations and help even more families affected by breast cancer.

If you've donated to us in the past year, you may be eligible to claim back a tax credit of up to 33% of your donation from the IRD. By signing up to Tax Gift, that donation will come to us, at no extra cost to you! This will make a huge difference for our support services, research, and awareness raising.

Please sign up at: www.taxgift.co.nz

Thank you to Ryman for raising \$412,000

We'd like to say a massive thank you to Ryman Healthcare for raising an incredible \$412,000 for us over the past year.

As their chosen charity partner for 2019/20, residents and staff in villages up and down the country did a fantastic job to fundraise \$206,000, which Ryman then matched dollar-for-dollar. Our chief executive, Evangelia Henderson, said:

"We're delighted Ryman's residents were so committed to this cause, despite being in lockdown from the beginning of March and not being able to hold their planned fundraising activities during the last four months of the partnership. Every dollar raised will make a huge difference in our fight to see zero deaths from breast cancer."

Walk for the ones you love!

The Pink Ribbon Walks are back! Whether you're a jogger, a speed walker or an ambler, this one's for you. Dig out your pinkest outfit and sign up for 5km or 10km.

Join us for a Pink Ribbon Walk in October/November at 4 different locations.

Queenstown

Sunday 11 October

Christchurch

Saturday 17 October

Wellington

Saturday 7 November

Auckland

Saturday 14 November



Register at pinkribbonwalk.co.nz



A massive thank you to Ryman! Evangelia (BCF CEO) receives a cheque for \$412,000!

VOLUNTEER FOR TWO HOURS

FRIDAY 30 & SATURDAY 31
OCTOBER 2020

Find out more at pinkribbonvolunteer.co.nz
pinkribbon@bcf.org.nz | 0508 105 105



Shop for good

Here's a sneak peek at some of the Pink Ribbon products our partners are releasing this October. Your purchase will help fund our efforts in pushing for new frontiers in early detection, treatment and support. Find out more at www.breastcancerfoundation.org.nz/pinkproducts

BCFNZ Boobead Great to show you the size of lumps detectable by mammogram. Remember - Find it before you feel it. Available exclusively at Farmers stores nationwide - \$5



Estee Lauder Limited Edition Pink Ribbon Lip Kit RRP: \$126 Estée Lauder will donate 20% of the sale to Breast Cancer Foundation NZ



Bobbi Brown Powerful Pinks Luxe Matte Lip Color Duo In support of The Estée Lauder Companies' Breast Cancer Campaign, Bobbi Brown New Zealand will donate \$10 of the purchase price of each Powerful Pinks Luxe Matte Lip Color Duo sold during the month of October 2020 to Breast Cancer Foundation NZ. RRP: \$85.00 Bobbi Brown will donate \$10 of the RRP to Breast Cancer Foundation NZ



Provers Winners' gorgeous Bubblegum petunias are a great way to pink up your garden or containers this spring. With four shades of pink and a white to choose from, 50 cents from each plant sold goes to Breast Cancer Foundation NZ. Available from garden retailers nationwide.



Ultimate Ears WONDERBOOM™ 2 rocks a surprisingly big sound and features an all-new Outdoor Boost. Packing 13 hours of battery life, it's waterproof, dustproof, and it floats. Pair two WONDERBOOM™ 2 speakers to party louder or enjoy true stereo sound – inside, outside – literally anywhere.



Clique Fitness Limited Edition Pink Malibu compression tights For a second year, Clique Fitness are supporting Breast Cancer Foundation NZ. Clique Fitness create functional and fashionable activewear to help women feel confident while they're working out, no matter where they are on their journey. \$20 of each pair of their Limited Edition pink tights sold, will be donated to Breast Cancer Foundation NZ.



Bon appétit Eggs Pick up half a dozen Bon appétit Free Range Eggs from your supermarket all year round and Breast Cancer Foundation NZ receives 50c from every pack.



Eta Salad Dressings are turning their caps pink this summer! Helping you create delicious salads with a wide range of flavours. 10c from every pink-cap bottle sold goes to Breast Cancer Foundation NZ. Available in supermarkets from mid-October while stocks last.



Eta Uppercuts Pink Himalayan Salt and Pepper chips Once again this year, Eta Uppercuts are supporting Breast Cancer Foundation NZ this October. For every pack of their limited edition chips sold, 30c goes to Breast Cancer Foundation NZ. On sale throughout October at your local supermarket, while stocks last.



Dunlop Flooring - Cloud 9 Invincible Carpet cushion Make your home a place of comfort this October with Dunlop Flooring's Cloud 9 Invincible Carpet cushion (with its iconic pink laminate). Available from Harrisons Carpet One.



Business Partner Recognition

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

Corporate Partners



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 NZ, Stratos

Estee Lauder Limited Edition Pink Advanced Night Repair Limited edition Advanced Night Repair adorned with a special Pink Ribbon Bracelet. RRP: \$190 Estée Lauder will donate 20% of the RRP to BCFNZ



Standard La Mer Crème de la Mer 15ml Moisturizing Cream In support of the Estée Lauder Companies' Breast Cancer Campaign, La Mer will donate 100% from the purchase price of this 15ml Crème de la Mer Moisturizing Cream with a maximum donation of \$1500 to the Breast Cancer Foundation NZ from 1/10/20 – 31/10/20



Ghd Gold "Take Control Now" styler, Platinum+ "Take Control Now" styler and Helios "Take Control Now" dryer This year, ghd have released three pink products for their Take Control Now campaign. The limited edition collection features the ghd platinum+ and ghd gold stylers and the new ghd helios hairdryer in powder pink. For every pink limited-edition product sold in New Zealand, \$20 is donated to Breast Cancer Foundation NZ. Available now on www.ghdhair.com/nz



Logitech Pebble M350 Own your space with Logitech Pebble M350 – a modern, slim and silent portable mouse that can easily be scooped up and taken to the café or library. Silent clicking and scrolling means you can stay focussed without disturbing those around you and the Logitech Pebble stays powered for 18 months*. *Battery life may vary based on your use.



Sealy New Zealand sleep haven

This October, Sealy New Zealand will reveal their pink-themed 'sleep haven' in support of Breast Cancer Foundation NZ. The sleep haven will highlight the importance of sleep, especially for those undergoing medical treatments. Find out more about the amazing bedroom reveal at sealy.co.nz



Cadbury Pinky

Stay tuned for a NEW Limited Edition Cadbury block launching this October!



NZ Pink Lady® Apples are proudly supporting Breast Cancer Foundation NZ for their fifth year. Every one of these deliciously crunchy pink beauties you buy makes a difference. Available July-November in supermarkets and independent greengrocers. www.pinkladyapples.co.nz



Griffin's Raspberry MallowPuffs Following the success of the Pink Raspberry Mallowpuffs last year, Griffin's have brought them back again for Breast Cancer Awareness Month, in October. Every pack of Pink Raspberry Mallowpuffs purchased will help support the work of Breast Cancer Foundation NZ.



Compass Pools continue their support for a fourth year by painting the outside of their pools pink! Buy one this summer and \$100 from every pool goes to Breast Cancer Foundation NZ www.compasspools.co.nz



Contact us

Email: info@bcf.org.nz
Phone: 0800 902 732
Ask a nurse: 0800 BC NURSE (0800 226 8773)

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

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www.breastcancerfoundation.org.nz



BCFNZ RESEARCH ROUND-UP 2020: hope for the future

How your generous donations are helping beat breast cancer with science

Thanks to your generosity, Breast Cancer Foundation NZ continues to fund innovative research that pushes for new frontiers in our scientific understanding. We have a long history of funding critical research at key institutions around New Zealand. We remain the largest non-government funder of breast cancer research in the country. We'd like to share some of the exciting research that you're helping to make happen. Take a look at the ground-breaking projects that are paving the way for better diagnostic and treatment options. Thank you for taking us one step closer to making zero deaths from breast cancer a reality.

\$600,000 grant to study breast cancer in younger women

What's the problem?

Breast cancer is less common in younger people - of all breast cancers in NZ, just 10-12% are in women younger than 45. In Māori women this goes up to 19%. But breast cancer does tend to be more aggressive when you're younger. Breast cancer is the biggest cause of cancer-related deaths in women under 45. As many as 20% of younger women with breast cancer have a family history of cancer.

What are we doing?

We've awarded Dr Annette Lasham at the University of Auckland a \$600,000 grant to look at how breast cancer differs in younger and older women, and how that affects survival. Using statistical modelling, Dr Lasham and her team will examine data in the Breast Cancer Foundation National Register such as cancer subtypes, size, grade and lymph node involvement. They'll then analyse hundreds of breast cancer tissue samples to look for genetic mutations that might be more common in younger women's cancers. By combining this information, they'll be able to develop a tool to predict how aggressive an individual young woman's cancer could be, and therefore what treatments could be most effective.



ABOVE: Dr Annette Lasham at the University of Auckland

Awarded Fellowship to find the key to treating triple negative breast cancer

What's the problem?

Triple negative breast cancer (TNBC) is one of the rarest and most aggressive forms of breast cancer, and there are currently no targeted treatments for it. Chemotherapy is the only option, which comes with many unpleasant side effects.

What are we doing?

Dr Lisa Pilkington, a senior research fellow at the University of Auckland, is the recipient of our 2020 Ronald Kay Science Fellowship. She has discovered an enzyme – PC-PLC – that promotes the growth of TNBC, as well as a drug that can act as a PC-PLC blocker to prevent TNBC cells from growing. The trouble is, the blocker degrades within seconds, so it never reaches its target. This new research focusses on altering the structure of the blocker so that it can survive in the body long enough to kill TNBC cells. You could say the PC-PLC enzyme is a lock, now work is being done to find the key to unlock an effective treatment for TNBC.



ABOVE: Dr Lisa Pilkington, Senior research fellow at the University of Auckland

Investigating the link between breast density and interval cancers (those diagnosed in-between mammograms)

What's the problem?

Interval cancers are those that are found between mammograms. They are often larger and more dangerous than mammogram-detected cancers. In NZ, nearly a third of tumours detected in women of screening age (45-69) are interval cancers. It seems many interval cancers occur in women with high breast density.

What are we doing?

We've awarded Dr Monica Saini, the lead radiologist at Hutt Valley DHB, \$75,000 to explore whether having dense breast tissue means a woman is more likely to develop an interval cancer, factoring in ethnicity, age and family history. If a link is found, the next step would be to improve the national breast screening programme so that women with dense breasts are monitored more often, in the hopes of catching cancer earlier and reducing deaths.



ABOVE: Dr Monica Saini, lead radiologist at Hutt Valley DHB

Improving the treatment of advanced breast cancer patients

What's the problem?

Our 2018 report, "I'm Still Here", found that Kiwi women living with advanced breast cancer (ABC) received less treatment than in comparable countries. One in four women received no treatment at all, meanwhile more than half (55%) received no chemotherapy. The report also found that NZ women had poorer survival outcomes, compared to women in equivalent countries.

What are we doing?

Ella Robertson, at the University of Otago, Christchurch, received our 2019/2020 Summer Studentship to look at data from the Breast Cancer Foundation National Register to review the treatment of ABC patients in Christchurch. Her study aimed to establish the different types of treatments ABC patients received and their survival outcomes, in order to provide a better understanding of current practice for treating women diagnosed with ABC.



ABOVE: Ella Robertson

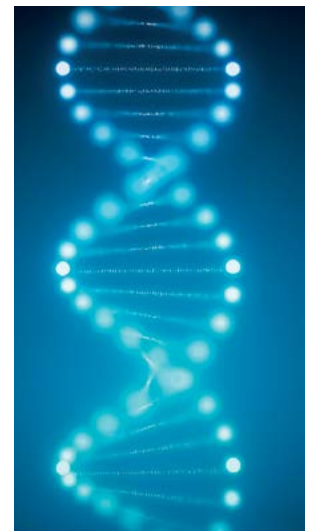
Predicting which patients will respond to new drug Kadcyra in HER2+ advanced breast cancer

What's the problem?

Kadcyra, a drug approved by Pharmac last October, extends the survival of people with HER2+ advanced breast cancer (ABC). However, some patients don't benefit at all from Kadcyra, while others find it stops working after a while. There are currently no tests to predict this "treatment resistance".

What are we doing?

With a \$196,000 fellowship, Dr Barbara Lipert has been applying advanced genetic methods to identify a panel of 612 genes that could be involved in resistance to Kadcyra. From the 612, she and her team plan to identify a small group of the most likely culprit genes, which they will deactivate and see how this affects response to the drug. This could lead to the development of a test to identify the breast cancer patients most likely to benefit from Kadcyra and those who are most likely to develop resistance.



ABOVE: Dr Barbara Lipert

Using liquid biopsies to predict breast cancer recurrence

What's the problem?

More than 20% of women treated for breast cancer will have their cancer come back in another part of the body (a "distant recurrence"), at which point it's incurable. We urgently need to improve our knowledge of who is likely to experience this kind of recurrence, so they can be given more aggressive, preventative treatment up-front, and can be monitored more closely after treatment. It's also important to prevent "local recurrences" – the small number of cancers that come back in the breast area and can be successfully treated to cure.

What are we doing?

Dr Annette Lasham and her team have identified two molecules in patient blood samples that seem to be reliable predictors of which women will have a recurrence before five years. Thanks to a BCFNZ \$244,000 grant, they can now test for those molecules in 400 breast cancer patients, to see if they can be used in a blood test to predict disease recurrence.



Finding new tech solutions to improve diagnostics

What's the problem?

Digital pathology – looking at tumour samples on a computer screen rather than through a microscope – helps pathologists analyse tumours and report the subtype, which determines what treatment is required, faster.

What are we doing?

Dr Gavin Harris at Canterbury DHB has been awarded a \$250,000 grant to take digital pathology even further. His team are developing machine-learning algorithms to automatically identify genomic features of the tumour that would otherwise only be found through expensive molecular testing. Such tests, which indicate how well a breast cancer will respond to treatment, are usually only available at considerable cost to the patient. Dr Harris' project has the potential to make testing more affordable and accessible, enabling more patients to have tailored treatments that can increase chances of survival.



ABOVE: Dr Gavin Harris, Canterbury DHB

Please donate to fund life-saving research so we can reach zero deaths from breast cancer



Online at
breastcancerfoundation.org.nz



Freephone
0800 902 732



Mail to
Private Bag 99650, Newmarket, Auckland 1149