

# PINK RIBBON PRESS

Autumn 2022

HOST A PINK RIBBON BREAKFAST



Thanks to your generosity, women like Leehane, who are going through breast cancer, have hope for the future.

## You are helping to create a better future for breast cancer

When Leehane was first diagnosed with breast cancer in 2015, at the age of 35, she felt scared and completely in the dark about what was happening.

*"I spent a whole month going in for tests and no one really told me anything,"* Leehane said.

After a gruelling treatment regime that involved mastectomy, radiotherapy, and hormone therapy, Leehane thought she was in the clear.

Only three years later she was given devastating news. The cancer had returned.

*"I didn't know what it meant when my oncologist told me it was terminal. He gave me the impression that I wasn't going to be around for much longer."*

Despite her diagnosis of advanced breast cancer, access to a range of treatments has prolonged Leehane's life:

*"I've lived another three years since I was told I was terminal. I feel like I've got lots of years left in me at the age of 41."*

As a young woman who is Māori and Samoan, Leehane falls into the groups that our latest research has found are most at risk of dying from breast cancer.

Our new report, *30,000 voices: Informing a better future for breast cancer in New Zealand*, examined data in Te Rēhita Mate Ūtaetae - Breast Cancer Foundation National Register. We've funded this register for the last 20 years thanks to our wonderful supporters.

**Kind donations from people like you have made the publication of this report possible.**

Read more inside about how this invaluable research is helping to change lives.



**Ah-Leen Rayner**  
Chief Executive

## The power of collective voices is a theme that has run through much of our work during the past six months.

Thanks to the 30,000 women, and 181 men, who have allowed their diagnosis, treatment and outcome data to be recorded in Te Rēhita Mate Ūtaetae - Breast Cancer Foundation National Register, we're able to track New Zealand's progress in tackling breast cancer. Without them, we'd be in the dark.

And thanks to the 10,600 wonderful people who signed our Missing Women petition, who helped us send a strong message to the Government: the New Zealand public will not accept women going undiagnosed with breast cancer because of Covid-19.

We're worried the Government's belated plan to clear the mammogram backlog will take too long without urgent investment to address the shortage of staff and equipment around the country.

Please help us to keep the pressure up by getting behind our #GiveUsOurMammograms campaign.

As ever, I am so grateful for your ongoing support. Thank you for being part of the collective voice standing up for, and alongside, Kiwis affected by breast cancer.

## A better future for breast cancer (continued)

Your contributions enabled us to publish our 30,000 Voices report on World Cancer Day (4 February).

As the most significant review ever conducted of breast cancer in NZ, the report revealed that significant gains in breast cancer survival have been made in NZ since 2003. The five-year risk of dying of breast cancer has halved, making our statistics as good as countries like Australia and the UK.

But digging deeper into 10-year data, we see that Māori, Pasifika and younger women, who have more aggressive cancers, still have lower rates of survival.

Having this evidence means we can now make even greater advances in breast cancer treatment, giving more women like Leehane hope for the future.

**Thank you for helping to make this important research possible.**



30,000 Voices reveals Māori, Pasifika and younger women are most at risk.



This research means we can make even greater advances for women like Leehane.

# You've been demanding Government action on the mammogram backlog

Since last October, together with your support, we've been campaigning to make sure New Zealanders can access life-saving mammograms in the wake of breast screening being paused during the Covid lockdowns.

Thank you to the more than 10,600 of you who signed our "Missing Women" petition. ACT Party Deputy Leader Brooke van Velden accepted the petition, and we were then invited to make a written submission to a Parliamentary committee.

The Ministry of Health has since admitted there is a backlog of 50,000 women who are overdue their mammograms. This is unacceptable – it means there are now likely to be 300 women who have missed the chance to have their breast cancer diagnosed early, delaying their access to treatment.



BCFNZ Chair Justine Smyth handing over the petition 10,600 of you signed to MP Brooke van Velden.

## We need your voice to help keep the pressure up



After raising the alarm with the Prime Minister and many other officials, we secured a meeting with Health Minister Andrew Little in February.

Although Minister Little did acknowledge the extent of the problem, we were given no reassurances that urgent action would be taken to address it.

In early April, our campaigning led to both the Prime Minister and Minister Little being held to account by the media. Minister Little finally promised plans were being made to tackle the backlog. But at the time of writing, no details have been announced. We don't think this is good enough.

## The difference you're making

**Last Christmas we asked you to support this work and so far, you've helped to raise nearly \$68,000 – thank you!**

Your generosity has not only contributed to our advocacy work, it's also supporting our education programmes targeting hard-to-reach communities with messages about early detection. You're also helping patients to feel supported and informed through all stages of the pandemic.

Mammograms are the best way to detect breast cancer early and save lives. With your help, we'll continue to fight for access to life-saving mammograms.

So, we are asking for your support to keep the pressure up through a new campaign, #GiveUsOurMammograms. We're calling for \$15 million to clear the mammogram backlog within a year. Without this additional funding, there's no way BreastScreen Aotearoa can do the 1,000 extra mammograms needed each week to catch up.

**Please join us – together we can make our voices heard and save the lives of the 300 women who may have undiagnosed breast cancer.**

Visit [GiveUsOurMammograms.nz](https://www.giveusourmammograms.nz) to act now.

# New specialist care for Cantabrians, thanks to a generous gift

**Thanks to a wonderful gift that a kind supporter living in Canterbury left the Foundation in their Will, we've been able to fund a new nurse to make a difference for women in that region.**

Katherine King is Canterbury's first oncology clinical nurse specialist dedicated to breast cancer. Based at Christchurch Hospital, Katherine provides vital care to women who've been discharged from hospital after breast cancer treatment.

She helps patients to deal with nasty side effects that come from ongoing hormone therapy, and with the long-term physical and emotional changes after surgery, radiotherapy and chemotherapy.

By liaising between patients and other healthcare professionals, Katherine helps women to get back into specialist care quickly if they encounter any post-treatment difficulties.

*"It's fantastic to be able to make a real difference by providing people with the tools they need to take control of their own health,"* Katherine explained.



Our new nurse Katherine, making a difference for women in Canterbury.


We created this role when we saw there was a lack of dedicated breast cancer oncology nurses in this region. It's truly special to now be able to provide women in Canterbury with the support they need to live well after breast cancer.

You can also make life-changing work like this possible by leaving a gift for BCFNZ in your Will. Get in touch with Holly at [hollys@bcf.org.nz](mailto:hollys@bcf.org.nz) or 09 304 8773 for more information about how you can ensure your kindness lives on, saving women's lives long after you have gone.

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

 **Call 0800 902 732**

 **Online [bcf.org.nz/autumn](http://bcf.org.nz/autumn)**

 **Complete the form below**



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

Mr  Mrs  Miss  Ms  Other

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**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 **donor ID** and **PRP Aut** as a reference

**Please send this form to:**

Breast Cancer Foundation NZ, Private Bag 99906, Newmarket, Auckland 1149

**Thank you for your support**

# “I found my lump just before a Pink Ribbon Breakfast”



Barbara hosted a Pink Ribbon Breakfast to celebrate surviving breast cancer twice. Every Pink Ribbon Breakfast is perfect for supporting women with breast cancer.

**As a nurse, Barbara is well aware of the symptoms of breast cancer and how to look for them. But it was a friend’s Pink Ribbon Breakfast in 2009 that prompted her to do a self-check just before the event.**

Barbara’s last mammogram had come back clear six months earlier, so the last thing the grandmother from Whangarei was expecting to find that May morning was a lump. She took herself off to the doctor and it turned out to be breast cancer.

She underwent a partial mastectomy, radiotherapy and chemotherapy, then tamoxifen for the next four and a half years.

Eleven years later, Barbara thought she’d beaten breast cancer. But in 2020, at the age of 59, Barbara learnt that the tumour had returned and she had further surgery to remove it.

To celebrate surviving breast cancer twice, and to raise awareness about the importance of early detection, Barbara hosted a Pink Ribbon Breakfast

last year: *“I’m really thankful for the funding I’ve had from BCFNZ for counselling and physiotherapy, as well as the phone calls from the nurses giving me reassurance and advice.*”


*“I thought hosting a Pink Ribbon Breakfast was a good chance to give back for the wonderful support I’ve had. It was also a good way to remind the women in my life to be vigilant, because breast cancer can happen to anyone.”*

Sign up to host your own Pink Ribbon Breakfast at [pinkribbonbreakfast.co.nz](http://pinkribbonbreakfast.co.nz) and support women like Barbara. Remember, every breakfast is perfect for supporting women with breast cancer.


## Your impact in action

Every year, your donations help thousands of Kiwis affected by breast cancer get the support they need. Here’s a snapshot of just some of what you made possible in 2021:

**\$812,000**   
spent on research projects &  
the Breast Cancer Foundation  
National Register

**9,244**   
breast nurse  
helpline calls

**22**  
advocacy  
engagements with  
decision-makers to  
drive change

**1,757**   
patients funded  
for counselling, physio and  
lymphoedema therapy

# Lion Foundation keeps our Pink Caravan nurses on the road



BCFNZ chief executive Ah-Leen Rayner meets Lion Foundation National Grants Manager, Tom Smith at the Pink Caravan in Clendon, South Auckland

Our breast health messages are being delivered to all corners of New Zealand this year, thanks to funding from the Lion Foundation. They've given us a \$100,000 grant to help our specialist breast nurses travel with Pinkie, our iconic Pink Caravan, to small towns around the country in 2022.

*"The Lion Foundation does an amazing job supporting local communities and we're so grateful for their help to get more breast awareness out to the regions,"* said Ah-Leen Rayner, our chief executive.

*"This funding means our nurses can visit more rural and hard-to-reach communities that don't have access to the variety of health services available in the cities."*

## Pink Ribbon Biscuits + Pink Bands are back!

Griffin's are bringing back their delicious Pink Ribbon Biscuits this May, with \$1 from every pack sold coming directly to BCFNZ. We're extremely grateful Griffin's has raised over half a million dollars for us in the past three years, through the sale of their limited-edition Griffin's Mallowpuffs, Pink Ribbon Biscuits, Eta Uppercuts and Snax crackers. You can buy the biscuits at New World, Four Square or PAK'nSAVE supermarkets, including On the Spot convenience stores.



After selling like hotcakes last year, we're thrilled to see the return of Skellerup's Pink Band gumboots. For every pair sold, \$5 will be donated to BCFNZ. Find out where to grab them at [pinkband.co.nz](http://pinkband.co.nz)

## Business partner recognition

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

### Corporate partners



### Platinum partner



### Diamond partners



### Gold partners



### In-kind partners

John Andrew Ford, Bell Gully, Soar Print, Colenso BBDO, Starcom, Post Haste, Eftpos New Zealand, Stratos, Spark Foundation

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

[f](#) [@](#) [t](#) @pinkribbonNZ