

PINK RIBBON PRESS



Thanks to you, our iconic Pink Caravan reaches thousands of Kiwis every year with vital breast health education.

Your support powers Pinkie to spread breast health awareness

Thanks to wonderful supporters like you, the iconic Pink Caravan has made a tremendous impact during its ninth tour this year, visiting 54 sites and connecting with more than 3,000 people across New Zealand.

Our specialist nurses travel on board Pinkie, spreading the message about the importance of finding breast cancer early. A priority is to get to smaller towns and rural communities that don't typically have the same access to health information and resources as the main centres.

Our new Pink Caravan Co-ordinator, Talia Cooper, says a highlight of this year's tour was working with local iwi in Northland to turn Pinkie's visit into a two-day event in Rawene and Opononi.

"Our nurses were in hot demand, answering all sorts of questions about breast health and how to reduce your risk of breast cancer."

After being diagnosed with breast cancer herself, Talia is enthusiastic about raising awareness in communities. Three years ago, aged 30, Talia discovered she had breast cancer when her son Navy was just 10 weeks old. She faced a whirlwind year of treatment and remains on hormone therapy today.

"I've always had a passion for helping others and now that I've been through breast cancer, that's been the motivator to use my skills and experience to drive more awareness."



CEO UPDATE

Ah-Leen Rayner
Chief Executive

You are the reason we can keep pushing for breast cancer to be a priority in our health system

This year you've seen and heard us make lot of noise about the barriers stopping women from getting the very best in breast cancer diagnosis, treatment and care.

We spent months in dialogue with the Government about the 50,000 mammogram backlog that resulted from Covid lockdowns. Although the 2022 Budget didn't commit any new funding to clear the backlog, we're pleased to see BreastScreen Aotearoa has made solid progress in catching up. The Associate Minister of Health, Ayesha Verrall, also praised the valuable work we do.

We've also been calling for action to tackle the entrenched inequities wāhine Māori face, as our 30,000 Voices report shows they are 33% more likely to die of breast cancer than Pākehā. We're hopeful Te Aka Whai Ora, the new Māori Health Authority, will make progress in this area.

With your support, we'll continue pushing to make sure all eligible women can get their mammograms when they are due. And that every woman can get an early diagnosis and the best quality treatment, no matter where she lives and what her ethnicity.

Your generous donations allow us to keep up this life-saving work – thank you so much.

October opportunities to get involved

October is Breast Cancer Awareness Month and it's the perfect opportunity to show your support for the more than 3,500 New Zealanders diagnosed with breast cancer every year!



Give up two hours to collect for the Pink Ribbon Street Appeal

Our annual street appeal is taking place on Friday 28 and Saturday 29 October. Hit the streets for a two-hour collection shift at a location that suits you, register at pinkribbonvolunteer.org.nz



Walk for the ones you love

Our Pink Ribbon Walks are back and waiting for you to turn up in your pinkest outfits! Sign up for a 5km or 10km walk in Christchurch (Sunday 30 October), Auckland (Sunday 6 November) or Wellington (Sunday 13 November). Visit pinkribbonwalk.co.nz for more info.



Go Pink for a Day

Join hundreds of workplaces around the country going pink to start conversations about breast health and raise funds for breast cancer education, research and patient support. Go to pinkforaday.co.nz

How you're helping to empower patients navigating difficult surgery decisions



You're helping to make sure women like Kate can feel informed and confident about their treatment choices.

"Triple negative breast cancer – it's not the good kind to have."

That was Kate's first thought when she was given her diagnosis last November, at the age of 41.

Thankfully, she felt empowered by the fact she was given a choice over what type of surgery to have.

"I went into my appointment thinking I needed a double mastectomy. I just wanted my breasts off as I didn't want the cancer to return."

When Kate's surgeon explained how breast-conserving surgery (BCS, also called lumpectomy) was suitable for her, and that it had better survival rates than mastectomy with fewer complications, she was grateful to be able to select the less invasive surgery.

"I ended up having a lumpectomy and I'm incredibly happy with the outcome. My surgeon did an amazing job and the recovery was straightforward."

Thanks to your kind-heartedness, we are using data in Te Rēhita Mate Ūtaetae - Breast Cancer Foundation National Register to make sure more women like Kate can feel informed and confident about their treatment choices.

Te Rēhita, which you've helped to fund, tells us too many women are having a mastectomy when they don't need this riskier option. We can now use this information to promote to both patients and doctors the best practice of offering BCS as the preferred treatment option for most women.

Dr Paul Samson, member of our Medical Advisory Committee and a breast surgeon at Southland Hospital, explains:

"Deciding on a type of surgery can understandably be difficult for patients. The up-to-date information in Te Rēhita allows us to reassure patients that breast-conserving surgery is standard of care in up to 80% of cases and results are as good as, and often better than, mastectomy."

BCFNZ RESEARCH ROUND-UP 2022

How you're helping to beat breast cancer with cutting-edge science

Because of people like you, we've been able to invest more than \$13 million in breast cancer research since our beginnings in 1994.

Take a look at some of the recent projects you've helped to make possible.

Improving survival for younger women with breast cancer

What's the problem?

Premenopausal women with breast cancer often face more aggressive tumours and more recurrence than older women, yet it's not known why. We have limited information about breast cancer in younger women because fewer of them have been included in clinical trials.

How are we solving it?

We've awarded Dr Lauren Brown our 2022 Belinda Scott Clinical Fellowship. She's analysing tumour samples from the world's largest dataset of premenopausal women with breast cancer to investigate how some genes make younger women's tumours more lethal. She hopes to develop a prognostic tool to guide treatment decisions for young women.



Preventing cancer from spreading beyond the breast

What's the problem?

Advanced breast cancer (ABC) is when a tumour spreads beyond the breast to vital organs in the body, making it incurable. FOXA1 is a gene that has been linked to treatment resistance (when drugs stop working) and metastatic (ABC) development.

How are we solving it?

Dr Hamish McMillan, recipient of our 2022 Ronald Kay Science Fellowship, is examining how FOXA1 promotes the spread of breast cancer. This could lead to targeted treatments to stop women from developing incurable breast cancer, which is key to reducing the number of women who will die from this disease.



Protecting women from the risks of radiotherapy

What's the problem?

Around half of all breast cancer patients have radiotherapy after lumpectomy to remove remaining cancer cells and prevent cancer from returning. But when used to treat the left breast, radiotherapy can damage the heart, increasing the risk of heart disease.

How are we solving it?

Earlier this year, an international medical journal published a study on the use of Deep Inspiration Breath Hold (DIBH) at Christchurch Hospital, which we funded in 2016. DIBH helps patients to hold their breath while radiotherapy is delivered, reducing the dose of radiation to the heart. The latest study found DIBH works well in Christchurch's real-life setting, though it's not suitable for all patients.

Improving treatment practices for older women

What's the problem?

Older breast cancer patients face unique challenges such as frailty and multiple medical conditions. These factors can play a role in over-70s not receiving standard treatment, leading to poorer survival. Predictive tools exist to aid treatment decisions, but these aren't consistently used.

How are we solving it?

Researchers used data in the Breast Cancer Foundation National Register to understand NZ-specific treatment decisions for senior women. They found that the majority of patients received standard treatment and they were more likely to die from other health issues rather than breast cancer. They suggest treatment could be improved by more standardised use of predictive tools.



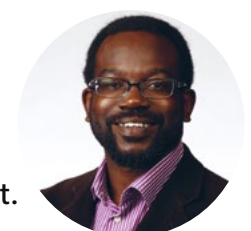
Helping women with ABC overcome difficult symptoms

What's the problem?

ABC comes with a range of complex symptoms, like pain, nausea and sleep problems, that need ongoing management. Yet these patients often miss out on the nursing support offered in early breast cancer.

How are we solving it?

We developed ABCpro for ABC patients to control their symptoms and treatment side effects. Patients complete a weekly online survey about their symptoms and a nurse follows up with a phone call, so that problems are tackled immediately. ABCpro started as a pilot at Waikato Hospital, and has now expanded to Icon Hospital in Wellington so even more women can benefit.



A new nurse to support patients in their time of need

Meet Louise Bobbitt, our newest Breast Cancer Nurse Specialist. Thanks to everyone who contributed to our last appeal, \$94,000 was raised to help even more patients when they need us.

Louise has over 10 years experience as a breast nurse. She's also an integrative nurse coach, bringing skills and knowledge of how lifestyle can influence breast cancer and recovery.

"I love the opportunity this role gives me to share knowledge and provide expert advice. It's very rewarding to be able to make a difference," says Louise.



Your donations mean our nurses like Louise can help even more patients when they need us.

It's only because of your donations that our nurses like Louise can offer such meaningful support to Kiwis going through breast cancer – thank you!

Handmade gifts from the heart

We were delighted to recently receive a donation of 100 heart-shaped pillows and 100 drain bags from Carol, Margaret and Joy of the Howick Quilting Friends Club.

The Howick group are part of a network of volunteers around the country who make these items to help women recover after surgery.

"It feels good to know that we can help women with breast cancer by sewing, which we enjoy very much," club president Carol told us. "It's our way of helping other people – that's what life is about really."



Carol, Margaret and Joy lovingly create these special gifts for patients.

Thank you so much to Howick Quilting Friends and the other incredible volunteers who lovingly create these special gifts!

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



Call **0800 902 732**



Online **bcf.org.nz/spring**



Complete the form

Anna's special reason to collect for a vital cause

Anna understands the pain and difficulties of breast cancer, having seen her mother Raewyn deal with the disease twice in her lifetime.

It's the reason why Anna generously gives up her time to volunteer for the Pink Ribbon Street Appeal.

"When I was 11 years old, Mum had her first diagnosis and she needed a drug that wasn't yet publicly funded. The treatment cost \$120,000 and the community fundraised for this – it saved her life.

"Now I have the opportunity to give back to a charity that has helped my family, along with so many other people I know."



Anna and mum Raewyn generously give up their time to collect for the Pink Ribbon Street Appeal.

Thank you so much to Anna and the 10,000 other magnificent volunteers who collect for our appeal.

Trust in our brilliant partners

A huge shout out to our fantastic corporate partners who've been recognised through independent awards recently. Griffin's and Harrison's were amongst the 2022 Reader's Digest Most Trusted Brands, and SBS Bank was named 2022 Canstar Bank of the Year - Home Loans.

We're so grateful for the support we receive from our generous partners. On the back page, see how you can shop for good by supporting the brands who support BCFNZ.



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



Name: _____

Address: _____

Phone: _____

Email _____

Please accept my gift of:

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

Credit card: Visa Mastercard Amex

Card number:

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12 3030 0534226 07 (One-off donation)

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Please include your **donor ID** and **PRP Spr** as a reference

Thank you for your support

Please send this form to: Breast Cancer Foundation NZ,
Private Bag 99906, Newmarket, Auckland 1149



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Shop for good

Our wonderful partners are donating a portion of the sales price from each of these Pink Products during October.

Your purchase will help fund our efforts in pushing for new frontiers in early detection, treatment and support.

Find out more at

breastcancerfoundation.org.nz/pinkproducts



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BLUNT Umbrellas Limited Edition Blush Pink



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La Mer Limited-Edition Crème de la Mer The Moisturizing Cream

Business partner recognition

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

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Diamond partners



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In-kind partners

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Contact us

Email: info@bcf.org.nz

Phone: 0800 902 732

Ask a nurse: 0800 BC NURSE (0800 226 8773)

Website: breastcancerfoundation.org.nz