



WAIKATO BREAST CANCER TRUST

Gaining knowledge ... changing lives!

Welcome to our first newsletter for 2013

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A note from the WBCT team...

Greetings and welcome to our first newsletter for 2013! We hope that everyone has managed to have a refreshing summer break and been able to spend some quality time with family and friends over the Christmas/New Year period.

2012 was a busy year for the WBCT. Our research nurses have been providing care and coordinating details of 15 clinical trials - this includes follow-up of over 350 women. We reached a milestone of entering our 1700th case into our Waikato Breast Cancer Register (WBCR). We commenced a major PhD project investigating outcomes for Maori women diagnosed with breast cancer. This will involve the analysis of health information on over 4,700 women diagnosed with breast cancer between 1991 to 2012.

Over last year we farewelled WBCT staff Mary-Ann Hamilton, Julie Wilson and Debbie Metcalfe. We wish all these staff well in their new positions /endeavours. We welcomed Rachel Shirley to the position of WBCR Coordinator and Sharon Tribe to the position of Personal Assistant /Fundraising Coordinator.

We received so much amazing support over breast cancer awareness month 2012. We can never thank our sponsors and supporters enough. The generosity of many makes our breast cancer research programme happen and makes a real difference in the lives of Waikato women and their families. We encourage you all to support our business sponsors listed at the back of our newsletter /on our website. We have included a few great photos and memories of some of our October events.

We congratulate WBCT Chair Ian Campbell on his New Year honour. He received an Officer of the New Zealand Order of Merit for his services to breast cancer treatment and research. This has meant a fantastic start to our year and we wish you all the best for 2013!

The WBCT team – Ian, Jenni, Shelley, Carol, Julie, Rachel, Megan, Tamati, Sharon and Sanjeewa



*Back:: Tamati Peni, Julie Morgan, Sanjeeway Seneviratne
Front: Megan Asplin, Carol Munt, Shelley Cavanagh, Jenni Scarlet, Ian Campbell
Absent: Sharon Tribe*

IAN CAMPBELL AWARDED NEW YEAR HONOUR

We were thrilled to see breast cancer surgeon Ian Campbell appointed as an Officer of the New Zealand Order of Merit in the 2013 New Years Honours.

This recognises the unwavering commitment Ian has shown for over 25 years to ensure that all of his patients have access to world class treatment and care. He combines impeccable medical knowledge and skills with a sensitive and compassionate manner that immediately puts patients at ease.

Ian has dedicated his career to evidence based practice and is passionate about research. In the past 10 years Ian has been Principal Researcher for over 30 different international clinical trials and local Waikato based projects. He has been dedicated to the establishment of regional breast cancer registers including the setting up of the Waikato register in 2005. Quality breast cancer information is needed to assess the success or otherwise of the treatment of breast cancer in this country.

He is a member of the Scientific Advisory Committee of the Australia & New Zealand Breast Cancer Trials Group (ANZBCTG). Since 2001 he has been the NZ Director on the ANZBCTG Board of Directors. The ANZBCTG is the largest breast cancer research group in New Zealand. Both of his roles with this Group are influential in terms of the development of research protocols and working with international collaborators to introduce clinical trial protocols to Australasia. He has used his knowledge of the international research scene to bring the latest in proven treatments to New Zealand women with breast cancer. He was Chair of the New Zealand Management of Early Breast Cancer Guidelines Group from 2007 to 2009, overseeing the development and publication of these guidelines, and is currently chairing the development of New Zealand Standards for Care for Breast Cancer.

Ian is an Associate Professor with the Waikato Clinical School (University of Auckland) and in his academic role he has taught and mentored many young researchers and doctors/surgeons.

Ian has chaired or been an active member of multiple local, national and international committees dedicated to the betterment of breast cancer diagnosis and care. He held the post of Clinical Director, Waikato Breast Care Centre for 14 years. These are just some examples of Ian's "going the extra mile" - all achieved with characteristic humility.

Throughout his career Ian's exceptional dedication and work in the treatment and care of Waikato and New Zealand breast cancer patients has set him apart as a remarkable individual and one who is a truly deserving recipient of the New Zealand Royal Honour.

PROJECT INVESTIGATING OUTCOMES FOR WAIKATO WOMEN DIAGNOSED WITH BREAST CANCER

Not only do Māori women have the highest incidence of breast cancer of any other ethnic group in the world, they also have worse survival rates compared with non-Māori. Māori women are 60% more likely to die of their breast cancer compared to women of European origin in New Zealand. The main objective of this research is to ascertain the key factors that might be causing this. For example:

- Delayed diagnosis / poor access to care
- Worse cancer biology
- Impact of other medical illnesses
- Delays or differences in treatment (surgery, chemotherapy, radiotherapy, hormonal therapy, etc) on the variation in breast cancer outcomes for Māori.

Working in partnership with Te Puna Oranga, PhD student Sanjeewa Seneviratne is making excellent progress with this work. From our Waikato Breast Cancer Register (WBCR) we have data on 4,700 women diagnosed with breast cancer in the Waikato region from 1991 to present including 700 Māori women.

With the help of two new team members, Tamati Peni and

Megan Asplin we are compiling detailed information on mode of presentation, cancer pathology, stage of disease and treatment. With an average follow up of more than 10 years this study will provide us with more than 40,000 years of patient follow up.

Ethnic inequalities in cancer outcomes are increasing in New Zealand. This study will inform us as to the most effective strategies for improving outcomes for women with breast cancer and reducing the current disparities seen for Māori.

Professor Ross Lawrenson (Dean, Waikato Clinical School), Associate Professor Ian Campbell (Breast and General Surgeon), Dr Nina Scott (Chronic Conditions Advisor), Professor Mark Elwood (University of Auckland) and Associate Professor Diana Sarfati (University of Otago) are providing supervision, mentoring and cultural advise. Thanks to Grassroots Trust and WEL Energy Trust for their grant contribution to this major project.

Ko te wahine te ūkaipō mō tātou te tangata

Women are the sustenance for us all

THE "FERGI" TRIAL

The Waikato is a center for an international early phase clinical trial testing a new oral chemotherapy drug for women with a certain type of advanced or metastatic breast cancer. These drugs inhibit a protein called "P13-kinase" that may be involved in the growth and spread of some cancers. This year we are entering into a second phase of this trial, testing the study drug for women with "PIK3CA mutant" tumours.

Metastatic breast cancer remains an incurable illness despite a number of more effective treatments. Participating in the FERGI trial is tough – there are multiple blood samples to be taken, scans, injections, completing questionnaires and answering many other questions asked by research staff. Participating women undergo frequent, close and intensive monitoring.



The Women's Cancer Support Group at their Pink Lunch held on 3 October. \$200 was donated to the WBCT.

Comments from a FERGI trial participant:

"I consider that it was an honour and a privilege to be invited to participate in the FERGI Trial. I have embraced the trial with open arms and had amazing results. It makes all the lows well worthwhile. At times it has been emotionally tough. With the support of family, friends, Ian Kennedy, Jenni Scarlet and Shelley Cavanagh it has made the lows easier to deal with. The results of the trial will be helping other women in the near future."

Medical Oncologist and WBCT Trustee, Michael Jameson is heading this research at Waikato Hospital as Principal Investigator.



The Waikato branch of the NZ Chef's Association organised a degustation dinner at the Kingsgate Hotel on 19 October to mark International Chef's Day on 20 October



SUPPORT US AND WIN A GREAT PRIZE WITH HALOBIZ



Join HaloBiz before 28 February and not only will HaloBiz donate 70% of your membership fee to the Waikato Breast Cancer Trust on your behalf, you will have the opportunity to win a video recording and production session for your business (valued at \$599) with HaloBiz.

HaloBiz is fanatical about polishing business halos using social media and sharp internet marketing strategies.

To be in to win, all you have to do is join the **HaloBiz Network of Community-Minded Businesses** (just \$349 p.a.) before 5pm, 28 February 2013 (visit www.halobiz.co.nz/register). HaloBiz will then donate \$244.30 (70%) of your membership fee to the **Waikato Breast Cancer Trust** on your behalf! How great is that?

But wait!! It gets even better!!

The sooner your business joins the HaloBiz Network, the more chances you have of winning:

Register before **5pm, Friday 15 February = 4 entries into the draw**
 Before **5pm, Friday 22 February = 2 entries into the draw**
 Between **23 and 5pm, 28 February = 1 entry into the draw**

Visit our website www.wbct.org.nz/Events for further details

Absolutely Fabulous clothes shop in Tokoroa is selling a beautiful pink butterfly bead for charm bracelets. The bead retails at \$70 and \$20 from every bead sold will be donated back to the WBCT for our breast cancer research programme. Go along to Absolutely Fabulous, 218 Rosebery Street, Tokoroa today and treat yourself or someone you love!



BREAST CANCER AWARENESS MONTH

Pink Walk and Pink Challenge

Pink Walks are held around the world to mark breast cancer awareness month and this was our seventh such walk held around the Hamilton Lake/ Lake Rotoroa. Over 1000 men, women, children and dogs gathered in their pink splendour on Innes Common as Love to Zumba motivated everyone to "warm-up". Pippa Mahood (City Counsellor) then cut a pink ribbon to start the walk/run as pink helium filled balloons were released by breast cancer survivors.

Pink face paint, wigs, bras, tutus, feather boas, sequins, fairies and princesses made for a wonderful and colourful array of fancy dress costumes which were all part of the "dress up in pink" theme. The Care Vets turned up on motorbikes in pink gorilla suits! The atmosphere was one of celebration and a lot of fun! The walk also had a serious side and promoted important messages around breast cancer awareness.

For the second year running the "Pink Challenge" 5km walk or run was held and seven teams competed for the Pink Challenge Cup. Competing teams were Fonterra, Telecom Talkers, Fusion Print, KPMG, Hamilton Parents Centre, Pink Blitz and Team Gallagher. The Gallagher Group team was too good and won the cup for a second year. We encourage more workplaces and groups to enter teams for the 2013 Challenge to give Team Gallagher a run for their money!

A huge thanks to all who made the event happen, the organising committee, sponsors and around 50 volunteers! And the walk/ run would not have been possible without everybody who turned up on the day wearing something pink and entering into the spirit of the event! Funds raised go to the Waikato Breast Cancer Trust who enable breast cancer research for better care and treatment of Waikato women diagnosed with breast cancer.



Silver Ferns have Waikato Breast Cancer Trust on their Agenda



Hamilton restaurant Agenda was bursting at the seams with generosity as charity dinner goers opened their hearts and their wallets for Breast Cancer Awareness Month. Through ticket sales for the six-course degustation dinner and an overwhelming display of charitable bidding at the events auction, \$3,500 was raised for the Waikato Breast Cancer Trust.

Among the 70 attendees were Silver Ferns captain Casey Williams and soon to be first time mother and current Silver Fern Joline Henry who had the crowd in fits of laughter with stories of their careers and the inside scoop on this year's team dynamics. Guy Hernandez, Business Development Executive of Lion Nathan played the part of wine connoisseur for the evening, matching New Zealand wines to five courses while giving an easy to understand explanation of the match, tasting notes and each wine's history.



Restaurant owners Heidi Jordan and Logan Hughes along with event mastermind Claire Robinson were delighted with the resounding amount of support from local businesses, friends and customers old and new. "We were really excited when Claire first approached us to be involved in this event, It's really great to be able to showcase what we do well, which is fantastic food, entertainment and service and to do it for such an amazing cause," says Logan. "So often people want to get involved but aren't sure how, so it felt great to create that opportunity and team charitable giving with a fun and entertaining atmosphere. It's like guilt free dining."



Visit our website www.wbct.org.nz/Events/2012 to see what other events were held during Breast Cancer Awareness month

What is Payroll Giving?

Payroll Giving is a voluntary scheme that was introduced in January 2010 for New Zealand workplaces.

By donating through the Payroll Giving scheme employees will receive a tax credit of 33.3% on their payroll giving donations at the time the donation is made rather than having to wait until the end of the tax year.

Organisations need to be registered as a donor organisation with Inland Revenue and provide the Ministry of Social Development with information which will allow the set-up of systems to transfer donations.

The Waikato Breast Cancer Trust is a registered donee organisation with the Payroll Giving Foundation and the Ministry of Social Development.

Help us make a difference by choosing the Waikato Breast Cancer Trust as your payroll giving organisation.

For more information on Payroll Giving visit the Inland Revenue website: www.ird.govt.nz

PLEASE HELP US KEEP IN TOUCH WITH YOU...

Please advise us of any changes to your current contact information so you won't miss any future newsletters or event information. Contact our Fundraising Coordinator, Sharon Tribe on 07 839 8726 ext 97845 or email Sharon.Tribe@waikatodhb.health.nz

If you are not receiving our newsletter and would like to please contact Sharon to be added to our database.

A VERY BIG THANK YOU...

To the team at Zeald who have generously sponsored our website for a further 12 months. We are very grateful to Zeald for their support.

Zeald is one of the fastest growing website design and e-business consultancy companies in New Zealand. Its vision is to help companies generate amazing results online using a website and other methods of electronic marketing. To date, Zeald has helped thousands of businesses throughout New Zealand use the Internet as an powerful and effective sales and marketing tool.

We are also really excited to let you know about a highly educational seminar series, brought to you by Zeald. If you're looking for a new website or want to improve results from an existing one, this seminar is a perfect opportunity to get started.

At the seminar, Zeald will provide you with all the practical tips and techniques needed to convert your website visitors into customers. The best part is that it's completely free and there are no strings attached to buy any of Zeald's services.

Please help us spread the word and pass this onto to anyone else you know that might be involved with websites too.

[Find out more and register for the free seminar here.](#)



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Check out our Facebook page and find out what the Trust is doing. Feel free to leave us a post with any ideas you have for fundraising to help us continue our research into breast cancer www.facebook.com/waikatobreastcancertrust



HOW CAN YOU HELP US?

Many people are unsure how to sponsor a charitable trust or organisation. There are lots of ways you can help the **Waikato Breast Cancer Trust** by becoming a sponsor today. Details on how to do this are on our website www.wbct.org.nz

INTRODUCING MARGARET COMER—WBCT TRUSTEE

Margaret works as an Executive of the Gallagher Group. Margaret understands the importance of establishing strong relationships and there appears to be not many who don't know her! Margaret is one of the people behind the hugely generous reputation the Gallagher Group has amongst the Waikato community. This generosity has continued with her support of the Waikato Breast Cancer Trust.

Margaret knows only too well what it is like to be diagnosed with breast cancer. This is a snapshot of her journey;

"I was in my early-fifties, when, during my annual mammogram, an indicator of early stage cancer was identified and surgery followed. Two years later, again during a mammogram, cancer was identified. There were no warning signs at all, no lumps or bumps. A mastectomy was recommended which I agreed to very quickly. It was a difficult time but I was gently and professionally handled by the breast surgeon and the nursing support team. Once diagnosed, I was quickly enveloped in the big hospital system. At every touch point through my treatment I was impressed and very grateful for the caring, the advice and the humour that I experienced.

My first visit to the Oncology Department was frightening; being in the midst of obviously very sick people was something I will never forget. Once my radiotherapy plan was established, I commenced this part of my treatment and apart from tiredness and a very small area of burning, I was fine.

There is definitely a deep sadness when diagnosed and I too experienced this, but decided that I had to open up and let people know how I was feeling – so my dear family, friends and colleagues were my rock. Without their support and their willingness to listen to me life would have been so much more difficult. You really do have to find that safe place where you can talk about your fears, laugh at the situation whenever possible and cry when you want to. I also found reading and a nice red wine made a big difference. Also a hug goes a long way!!

For many, having a life-threatening illness such as breast cancer makes them "wake up" and start living life to its fullest. I really didn't have a big wake up call, but I did take a good hard look at what is important to me and whether I was connecting with some of the things in my life that I considered important; family, friends, my career. My career has always been a big part of me and I continue to treasure this. I looked carefully at the food I was eating and Bob (my husband) and I try to get to our beach house at Bowentown as often as possible.

I have tried very hard not to make my breast cancer become the driver of things I want to do. Of course it is naïve of me to think that this isn't in the back of my mind! I did make a conscious decision to give back to the breast cancer community and I am now a Trustee of the Waikato Breast Cancer Trust.

My greatest pieces of advice would be don't internalize your feelings, become knowledgeable about your breast cancer and do whatever you need to do to make you feel in control.

If I could describe my breast cancer journey in three words they would be "Get a mammogram" or "Que Sera Sera".



We would like to thank all our sponsors.....



For a full list of our Gold, Silver & Bronze sponsors please see our website, www.wbct.org.nz