

PINK RIBBON PRESS



With your help, we're able to work with women like Andi to spread more breast cancer awareness. Photo credit NZ Herald/Mark Mitchell.

Sending life-saving messages to women, thanks to you

"After delaying my mammogram for almost a whole year, I have a question I will never ask so therefore it will never be answered. If I hadn't put it off, would my breast cancer not have spread?"

Andi was diagnosed with breast cancer last October, at the age of 57. As a busy mum, working as the chief advisor of pharmacy for Manatū Hauora (Ministry of Health), mammograms fell off Andi's to-do list. By the time she got around to booking one in, Andi was given the news she'd never expected.

"I remember sitting in the car with my husband, saying this isn't me. This isn't what I had planned out for me."

Further tests showed Andi's cancer had spread to her lymph nodes. A difficult few months followed as she faced complications with surgery and chemotherapy, then completed radiation treatment.

Now almost a year on from her diagnosis, Andi is keen to share her story to help raise awareness.

"Although I can't re-write my history, I want to send a message to other women to not delay going for their mammograms."

"I think often about how lucky I am that I'm in the age group eligible for free breast screening. Without screening, I could have been in a very different scenario with a very different outcome."

We're incredibly grateful to Andi – and many others like her – who have bravely shared their stories in the media and elsewhere to help educate Kiwis about the importance of early detection. Your donations enable us to do this vital work, so thank you!



CEO UPDATE

Ah-Leen Rayner
Chief Executive

We are so fortunate to have such a passionate and engaged community, and it was a privilege to meet so many of you at Pink Ribbon Breakfasts throughout May. New Zealand's community spirit truly shone through with nearly 4,900 of you hosting an event, making this one of our most successful fundraisers yet!

After giving you a sneak peek of our brand new pink campervan in the last newsletter, we're now gearing up for its inaugural tour kicking off in the Nelson district and West Coast this spring. Thanks to you, we'll soon be reaching parts of NZ we've never been able to get to before with our life-saving education programme.

Your support has also led to a key development in our seven-year campaign to widen the breast

screening service. We were thrilled when Dr Shane Reti's Private Member's Bill to lift the free mammogram age to 74 was drawn from the ballot. If this passes into law, it will be a monumental change to breast screening that will save women's lives.

Because of you, we've also been able to carry out a vital piece of work to update our organisational strategy. This living document will take us into the next five years, measuring and assessing how we can make the biggest impact on our vision of zero deaths from breast cancer.

Thank you so much for the part you've played in making all these good things happen.

A tribute to our patron Dame Rosie Horton, an "incredible force"

It was with deepest sorrow that we marked the death of our patron, Dame Rosie Horton, who passed away in Auckland this May. As a founding trustee of the Foundation and former chair, Dame Rosie was instrumental in our establishment. She had been our patron for the past 20 years.

BCFNZ's chair, Justine Smyth, described Dame Rosie as an "incredible force" and an "inspiration" to her and many others.

Dame Rosie never shied away from rolling up her sleeves for our cause – from hosting fundraising events at her home, to being a driving force for breast cancer awareness. When Rosie first became involved with the Foundation,



Dame Rosie was an inspiration to us all, and leaves behind a huge legacy.

breast cancer was still regarded as a private topic. But she brought breast cancer to the forefront and her legacy has saved thousands of women's lives.

We are forever grateful to Dame Rosie for her kindness, generosity and unwavering dedication to helping others.

How you're helping to close the breast cancer survival gap

Kind people like you are helping to make sure all New Zealanders, no matter who they are or where they live, get access to the very best treatment and care.

Sadly, ethnicity plays a huge role in breast cancer survival. Our *30,000 Voices* report, published last February, showed Pacific women are the most at risk of dying from breast cancer and have more aggressive tumours.

Despite these disparities, we lack NZ-specific research about Pacific people's experiences of cancer – your kind gifts are changing this.

You have helped to fund a new study by Dr Olivia Perelini, who is a trainee medical oncologist. She is the Breast Cancer Foundation NZ clinical research fellow at the University of Auckland and also works at Auckland City and Middlemore Hospitals.

As a Samoan woman, and one of the few Pasifika medical oncologists in Aotearoa, Dr Perelini has personal motivation in her pursuit to help Pacific people: "I see the numbers, and I see that we're lagging behind. I thought, well if I'm not going to do this then who is?"



Her qualitative study used the Talanoa method – a Pacific-based approach involving open, informal conversations to collect research information. Dr Perelini's interviews with Auckland-based cancer patients shed light on both the positive and negative experiences of Pacific people living with cancer.

Four major themes emerged from Dr Perelini's research:

1. Pacific cancer patients have deep-rooted beliefs and fears that cancer inevitably means death;
2. Pacific people desire a holistic approach to care and support;
3. They face many barriers to accessing treatment;
4. There is a need for support services created specifically for Pacific people.

By identifying the key areas that impact Pacific people's cancer care, Dr Perelini hopes her research will help to drive changes to improve treatment and support services.

"It's powerful to have first-hand evidence of what works and what doesn't work for Pasifika, to be able to start implementing simple changes in our hospitals. Ultimately, I want to sit in this place five years from now and see better outcomes for our people."

– Dr Olivia Perelini

What the next Government must do to save lives from breast cancer

It took a whole year for Milana to get a breast cancer diagnosis after finding a lump in 2018. The 45-year-old was then hit by the blow her tumour was triple negative breast cancer (TNBC) that had spread to a lymph node.

TNBC is a more aggressive form of breast cancer. A new immunotherapy drug called Keytruda offers hope – it can prevent TNBC from spreading, and for patients with advanced cancer, it can extend their lives.

But Keytruda isn't publicly funded in NZ, even though it's proven to be safe, effective and widely available for TNBC around the world.

With no drugs specifically targeting TNBC available in NZ, women like Milana face a real threat of their cancer returning or spreading.

"At times I've felt like a sitting duck, waiting for something to happen. Every physical pain makes me scared the cancer is back... Knowing there was more I could throw at the cancer would be so helpful mentally."

There are many barriers to getting the latest drugs funded in NZ. Pharmac, the country's drug buying agency, is funded by the Government

but its budget is too small to provide all the medicines Kiwis need. Pharmac's outdated operating model and agonisingly slow decision-making process also delays Kiwis from getting new treatments that are best practice in other countries.

Pharmac needs to be reformed and better funded so women like Milana can get the treatments they need, faster.



Together, we're pushing for political action to make sure more women like Milana can survive breast cancer.

Keeping breast cancer high on the agenda

Ahead of the election, we're asking the political parties to commit to funding and reforming Pharmac. We're also asking them to make a number of changes across screening, diagnosis and treatment we believe will have the biggest impact on improving breast cancer survival.

Our Breast Cancer Policy Scorecard grades the parties' policies to give Kiwis accessible and up-to-date information on what the parties will or will do not do about breast cancer.

With your support, we are determined to hold our next Government to account and make sure breast cancer remains a priority on the political agenda. We need political action in order to stop our women dying of breast cancer.

See how the parties stack up at breastcancerfoundation.org.nz/election-scorecard

Progress in our campaigns for change

Your generosity has helped to achieve some recent advocacy wins:

The Associate Minister of Health, Willow-Jean Prime, hosted us at a Parliamentary Pink Ribbon Breakfast in May. It was a fantastic opportunity for us to engage with MPs and health officials about what they can do for breast cancer.

The Government has released six new health strategies to inform its plans and priorities for the next 10 years, including NZ's first ever Women's Health Strategy. This was the result of years of campaigning and thousands of submissions – nearly 400 of those asked for breast cancer to be included. Now we're waiting to see what tangible actions are developed to improve breast cancer outcomes.



Ah-Leen Rayner (CEO) with Associate Minister of Health, Willow-Jean Prime, and Justine Smyth (Chair).

We're a step closer to getting the free mammogram age raised to 74. A Bill to turn this into law, submitted by the National Party's Dr Shane Reti, is now going through the parliamentary process with support so far from Act, Greens, Labour and National.

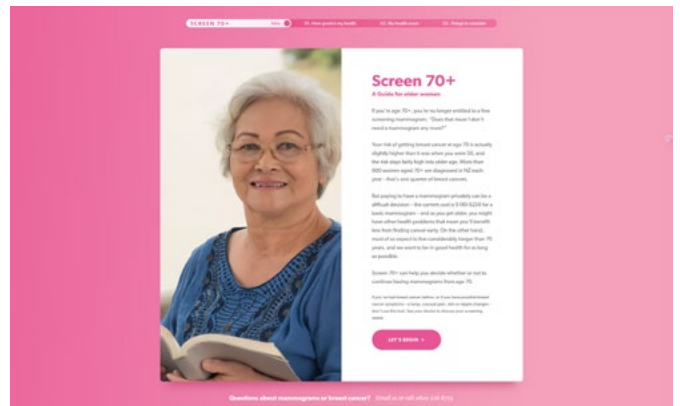
The difference you're making for older women

Did you know a woman's breast cancer risk is higher at 70 than it was at 50?

Worryingly, 90% of women we surveyed didn't, which is why – with your support – we launched the Screen70+ tool.

We've long been campaigning for the Government to increase the breast screening age but until that happens, women have to pay for mammograms after turning 70. This can be a difficult decision as it can cost up to \$250 for a basic mammogram.

Screen70+ is an interactive online guide to help older women decide if they should continue having mammograms. It's based on the work of Dr Mara Schonberg at Harvard Medical School, looking at a woman's overall health and life expectancy. It also assesses breast cancer risk and the pluses and minuses of screening.



Older women now have a tool to help them decide whether to continue mammograms from age 70, thanks to you.

Many older women lead active lives, playing a vital role in their family and community. Because of you, we can create new tools like Screen70+ to help older women make informed decisions and take good care of themselves.

Screen70+ is available at breastcancerfoundation.org.nz/screen70plus

Kayla's proud family tradition

When October rolls around, Kayla and her children know it's time to get pinked up to hit the streets and make a big difference for breast cancer. For more than 10 years, collecting for the Pink Ribbon Street Appeal has been a staple on their family calendar. Last year, Kayla even got her best friend Charmaine and her family involved too.

Chances are we all know someone who's been affected by breast cancer – it's the most common cancer for Kiwi women. For Kayla, raising vital funds and awareness is how she's honouring her loved ones who've gone through this awful disease.



Collecting for the Pink Ribbon Street Appeal has become a family tradition for Kayla – why not make it one for yours too?

"I've had many friends and family members that have both passed from and survived breast cancer, they are who we dedicate our time for. And for all those in the future that will need our help and support."

October is Breast Cancer Awareness Month

Volunteering for the Pink Ribbon Street Appeal is one of the many ways you can get involved with Breast Cancer Awareness Month.

As a charity that doesn't receive any Government funding, the money raised by generous Kiwis like you during October makes a massive difference to our goal of seeing no women die of breast cancer.

Key dates for your diary



Pink Ribbon Walks

Auckland – 15 October

Christchurch – 29 October

Walk 5km or 10km for the ones you love.



Pink Ribbon Street Appeal

27 & 28 October

Volunteer for a two-hour collection shift at a time and place that suits you.



Pink For a Day

All month

Join hundreds of workplaces going pink to start conversations about breast health and raise vital funds.

Sign up today at breastcancerfoundation.org.nz/bcam

The game-changing surgical technique you're helping to bring to NZ

Thanks to you, women in NZ who need surgery for breast tumours or abnormalities may soon no longer have to go through an outdated procedure known as hookwire localisation.

Traditionally, surgeons use a fine wire inserted into the breast to locate tumours that are very small or can't be felt.

The hookwire insertion is done under local anaesthetic on the day of the surgery by a radiologist. That means the patient has a wire sticking out of them for several hours, restricting their movement.

Victoria underwent this procedure in 2013: "I had the hookwire inserted in one hospital, then had to get in the car to go to another hospital for the surgery.

There was about 10cm of wire protruding out and the whole time I was terrified any movement would displace the wire or do damage to my breast."



In the last decade, new localisation technologies have been developed which eliminate the need for hookwires. They involve a smart seed injected into the breast which emits a signal (for example, through magnets or radar) to guide

surgeons to a tumour's precise location. These technologies have been increasingly adopted internationally and are starting to be used in NZ.

Your supports mean we can work towards widening the use of smart seed technologies here in Aotearoa. Hospitals in Auckland and the Bay of Plenty are piloting the new procedures. You are enabling us to gather and analyse the data from these trials to share with other doctors and budget planners around the country.

Together, we are providing the evidence needed to prove these devices deliver huge benefits to Kiwi patients and are value for money, making the case they should be used in every hospital.

"They're quick, easy, more convenient for both the patient and surgeon. They allow us to minimise the amount of breast tissue we have to remove, allowing for a quicker recovery."

– Dr Steven Hudson, breast surgeon at Gisborne Hospital



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:

Name on card: _____

Expiry date: Signature: _____

Direct bank transfer:

12 3030 0534226 07 (One-off donation)

12 3030 0534226 06 (Monthly donation)

Thank you for your support

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

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

Thank you to our generous partners



We're eternally grateful to Farmers, who have worked with us for over 20 years. Each October they sell our educational Boobeads, encourage their customers to donate during Breast Cancer Awareness Month, and display our Change & Check stickers in their lingerie changing rooms, showing women the breast cancer symptoms to look out for.



We marked our 19-year partnership with ghd by recognising them as our latest Diamond Partner. They've raised more than \$1 million for us since 2004, and their Take Control Now campaign educates younger women about regularly checking their breasts.



Congratulations to Harrisons, who were named Reader's Digest most trusted brand for curtains, blinds and solar panel installation for the second year in a row. **Harrisons have supported us since 2008, donating \$100,000 every year.**



Two brilliant new summer events that chose us as their charity partner for their launches in 2023 will return in 2024. The Lexus Urban Polo, an unforgettable day of sport, music, fashion and food, is coming to Hagley Park in Christchurch on 10 February and Auckland Domain on 9 March. And keep an eye out for a date announcement soon on Indulge Festival, Aotearoa's newest and largest food, design and music festival.

Check out the Pink Products insert included with this newsletter to see this year's range of fantastic items from our partners. Your purchases will help fund our efforts in education, research and patient support.

Business partner recognition

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

Corporate partners



Major trusts/grants



Diamond partners



Gold partners



In-kind partners

Ford NZ & John Andrew Ford, Ogilvy NZ, Bell Gully, Spark Foundry, SCG, Post Haste, Eftpos New Zealand, Stratos, Spark Foundation

Contact us

Email: info@bcf.org.nz

Phone: 0800 902 732

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

Website: breastcancerfoundation.org.nz



Breast Cancer
Foundation NZ



Pink Products

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

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

Find out more
breastcancerfoundation.org.nz/pinkproducts

Griffin's has been supporting BCFNZ since 2019 by releasing three products created uniquely for the Foundation. This year the beautiful packaging has been designed by Kiwi artist Flox.

Find your delicious Mallowpuffs, Snax and Eta Uppercuts chips during October at Pak'nSave, Countdown, Four Square and New World supermarkets.

Available from September 25, while stocks last.



Eta Uppercuts Sweet Vinaigrette & Pink Shallots

For every pack of this unique flavour sold, Eta will donate 20c to BCFNZ.

Griffin's Snax Pink Peppercorns

For every pack of this unique flavour sold, Griffin's will donate 25c to BCFNZ.



Griffin's MallowPuffs Raspberry

For every pack of this unique flavour sold, Griffin's will donate 20c to BCFNZ.

Each year The Estée Lauder Companies support Breast Cancer Awareness month by developing unique limited edition products which raise funds for BCFNZ.

See this year's range of products below.



Limited-Edition Advanced Night Repair Synchronized Multi-Recovery Complex Serum 50ml

Estée Lauder will donate 20% of the purchase price to BCFNZ.

Available at Estée Lauder counters nationwide.

Online at esteelauder.co.nz, lifepharmacy.co.nz, ballantynes.co.nz, smithandcaugheys.co.nz, and farmers.co.nz



Limited-Edition Peony & Blush Suede Cologne 100ml

Jo Malone London will donate \$50 from the purchase price to BCFNZ.

Available at Jo Malone London Britomart Boutique and Jo Malone London counters nationwide.

Online at ballantynes.co.nz, smithandcaugheys.co.nz, and farmers.co.nz



Limited-Edition Moisture Surge™ 100-H Auto-Replenishing Hydrator

Clinique will donate \$10 from the purchase price to BCFNZ.

Available at Clinique counters nationwide.

Online at clinique.co.nz, lifepharmacy.co.nz, smithandcaugheys.co.nz, and farmers.co.nz



Limited-Edition Crème de la Mer - The Moisturizing Cream 15ml

La Mer will donate 50% of the purchase price to BCFNZ.

Available at La Mer Counter Smith & Caughey's Queen Street, Newmarket and David Jones Newmarket.

Online at smithandcaugheys.co.nz

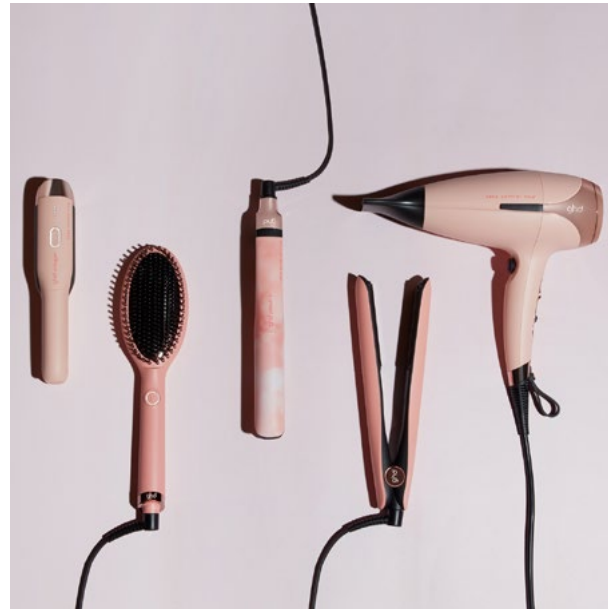


Lexus Urban Polo

The Lexus Urban Polo is more than just polo! It's an unforgettable day of sport, music, fashion and food, making it the event of the summer.

Aside from watching the polo, you can stomp the divots, try polo for yourself on top of the hitting boxes, meet the polo players, check out the DJ's on the main stage, grab a bite to eat or a refreshing drink or pose for an insta worthy snap at the photo wall. Coming to Hagley Park in Christchurch on the 10th February 2024, and Auckland Domain on the 9th March 2024.

Get your tickets to the Lexus Urban Polo at www.urbanpolo.co.nz/buytickets



ghd limited edition pink collection

ghd has been supporting BCFNZ for the past 19 years with its annual pink campaign.

This year's pink collection consists of five pink peach tools, all embossed with the important message 'Take Control now', a reminder to self-check your breasts on a regular basis.

With every pink purchase, ghd donates \$20 to the BCFNZ to help support ground-breaking research.

Available in the best salons, selected retailers and ghdhair.com/nz



NZ Pink Lady® apples

NZ Pink Lady® have been proud Diamond Partners of BCFNZ since 2016.

Get your hands on Pink Lady® apples from May - December, available in all good supermarkets.

www.pinkladyapples.co.nz



Harrisons Carpet & Flooring

Add pink underlay to any carpet purchase to make your house a cosy retreat, and a donation will be made to BCFNZ.



The Good Oil Rapeseed Oil

Cold pressed from high oleic seeds grown here in NZ. Made without using additives and heat, the extra virgin Good Oil has 50% less saturated fat than olive oil.

Every time you pick the limited-edition pink Rapeseed Oil bottle, \$1 is donated to BCFNZ.



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 all year from Harrisons Carpet and Flooring.



Harrisons Solar

Slash your power bills and save the planet! Harrisons Solar will donate to BCFNZ when you buy a Qcells solar system or a Tesla Powerwall.



Harrisons Curtains & Blinds

With Harrisons' exclusive Urban, Soul & Soul Sheer Collection of Curtain and Roman Blind fabrics, you can complete your house while also supporting BCFNZ.



Sealy Designer Bed Fundraising Campaign

This October, Sealy New Zealand will reveal a bespoke pink Sealy Posturepedic Exquisite bed, designed exclusively in support of BCFNZ. Help provide support through sleep. Find out more on the Sealy website from 1st October at sealy.co.nz



Compass Pools

Compass Pools continue their support for a fifth year by painting the outside of their pools pink! They're also celebrating their partnership with BCFNZ by adding a touch of pink to one of their most popular pool colours, naming the limited edition colour – Pink Quartz!

Buy one this summer and \$100 from every pool goes to Breast Cancer Foundation NZ.

www.compasspools.co.nz



Proven Winners' petunias

Proven Winners' gorgeous Vista petunias are a great way to pink up your garden or containers this spring.

50 cents from each plant sold goes to BCFNZ. Available from garden retailers nationwide.



Bon appétit eggs

Pick up half a dozen Bon appétit Free Range Eggs from your supermarket all year round and BCFNZ receives 50c from every pack sold.



Hetty Vacuum

Hetty (short for Henrietta) is more than just a pretty face!

Well-known for quality and reliability, Hetty is packed full of innovative features that make her equally at home in commercial, industrial, and domestic environments.

From 1st October – 27th November, \$35 from every Hetty Vacuum sold will be donated to BCFNZ.

Proquip NZ at www.proquipshop.co.nz
Or other participating retailers

Hetty Stick Vac

Meet Hetty Quick – the new cordless stick vacuum from Numatic, now in pink!

From 1st October – 27th November, \$80 from every Hetty Quick Cordless Stick Vacuum sold will be donated to BCFNZ.

Proquip NZ at www.proquipshop.co.nz
Or other participating retailers



Bionic Cruiser E-bike – Limited edition Velvet Pink colour

Bionic e-bikes are Kiwi designed & developed.

The Cruiser model is equipped for city and light trail use. It's low step-through is designed to be extremely easy to handle and feel very light, making it one of the easiest and safest e-bikes on the market.

Bionic e-bikes are donating \$300 to BCFNZ from every pink Cruiser sold. Very limited stock available.

Visit www.bionicbikes.co.nz for details.



Tristram Marine

This year, Tristram are 'turning pink' with a brand new range of Hutchwilco ultra-premium Pink Tristram Inflatable Life Jackets. Pre-orders for October delivery are now open.

They can be purchased online or in-store for \$139. All profits will be donated to BCFNZ.

For more information visit tristramboats.com/turningpink

BCFNZ Boob Beads available exclusively at Farmers



(pictured product
not to scale)

2mm

Size of the smallest cancer found
by regular mammogram

14.5mm

Average size of cancer found
by regular mammogram

22mm

Average size of lump
found by a woman
checking her breasts

**Great to show you the size of lumps
detectable by mammogram.**

Remember - find it before you feel it.

Available at Farmers stores nationwide
and online at www.farmers.co.nz



Breast Cancer
Foundation NZ

 **Farmers**