

Fall 2017

Conference 2017: Shaping the Future of Breast Cancer Care and Survivorship

Highlights

FIRST IN THE NATION

Did you get a **FREE 3D mammogram** this year? Thank **Governor Tom Wolf**. Be there as we honor him with the Pink Ribbon Award at the PBCC Conference!



UPCOMING EVENTS

Turn the fountain **Pink!** Join us **Monday, October 2** at the State Capitol Fountain in Harrisburg. More info at pbcc.me/pink.



Ask questions. Get answers. Registration is now open for the **2017 PA Breast Cancer Coalition Conference Friday, October 6** at the Hilton Harrisburg hotel. Be there as experts answer your breast cancer questions from first diagnosis to life after treatment and everything in between. Hear from the brightest minds in breast cancer care, sharing the latest in treatment, survivorship, research, advocacy and life-saving legislation. The day is yours to learn, reflect and *relax*.

Conference workshop topics include metastatic breast cancer, clinical trials & immunotherapy, family life, lymphedema, yoga, survivorship, genetics / BRCA, nutrition, financial planning and more. Nurses, social workers and radiologic technologists are eligible for **3 FREE Continuing Education credits**.

Join the PBCC in honoring this year's awardees:

Governor Tom Wolf
Pink Ribbon Award

Clifford A. Hudis, MD
Potamkin Prize

**Helen Michener
and Laraine Forry**
Pink Ribbon Award

**Breaststroke for Breast Cancer
and Hershey Aquatic Club**
Shining Light Award

We hope to share the future of breast cancer care with you October 6!

CONFERENCE

FRIDAY, OCTOBER 6

HILTON HARRISBURG

3 FREE continuing education credits
for nurses, social workers and radiologic techs!



REGISTER NOW!

pbcc.me/conf



Update: Saving Insurance for People with Pre-existing Conditions

by Pat Halpin-Murphy, President and Founder

Our country is in the midst of a great health care debate that is constantly changing. There is still a chance we could lose the current federal protections for people with pre-existing conditions like breast cancer. You may find it hard to keep track of the ups and downs, the terms and the acronyms (we hear you!). The PA Breast Cancer Coalition is here to help.

Here's the latest update: the Senate Republicans' plan to repeal the Affordable Care Act, also known as Obamacare, and replace it with a new "skinny" health care bill (The Health Care Freedom Act) has failed. If the efforts to repeal and replace Obamacare are *not* successful, President Trump

announced he may cut subsidies for low and middle-income Americans who purchase health insurance through the marketplace or exchanges. Slashing those subsidies would make deductibles and co-payments unaffordable for many, many people.

What can you do? Survivors, tell your lawmakers in Washington what the current federal protections for people with pre-existing conditions mean to **you**. Explain why they are **so** essential to millions of Americans with pre-existing conditions like breast cancer. Take action. *Save lives.* 



PBCC rallies in Harrisburg with U.S. Sen. Bob Casey

Watch our video at pbcc.me/action



FREE WEBINAR

Clinical Trials: Breast Cancer Research and Results



Priya Rastogi, MD



Coming in **NOVEMBER**

1 FREE Continuing Education hour for nurses!

MEET
Sharla & Leslie
 Philadelphia

Leslie Wilson created **Pink Prancers**, a group of breast cancer survivors performing exciting, modern, upbeat line dances. They inspire others to participate, have a good time, share the love, and pay it forward. Leslie, Sharla and other members of the Pink Prancers will share their talents at the **PBCC Pink Party on October 5th! Join them!**



Sharla Glenn & Leslie Wilson

When were you diagnosed with breast cancer?

LESLIE: In June 2010, after finding a lump in February. With no insurance, I went to a clinic and they sent me to Einstein Hospital for a mammogram through HealthyWoman. The second I was diagnosed everything was covered through PA's Breast and Cervical Cancer Prevention and Treatment program (BCCPT).

SHARLA: A mammogram in 2013 found it. I had been taking care of a cousin, my sister, and then my mom who all had health issues.

What was your support system to see you through?

LESLIE: My primary support is God, the Father, Son, and Holy Spirit. Without that foundation I have nothing. Along with that, the oncology social worker connected me to programs and support groups. I wanted to learn as much as I could and started going to conferences.

SHARLA: My best support was the PBCC. As a caregiver, it was hard to express my own needs. Until I joined a support group I was isolated in a way. My strength is from Psalm 73, verse 26: My flesh and my heart fail, but God is the strength of my heart and my portion forever.

Tell us about attending the PBCC Conference.

LESLIE: You have diversity in your presenters, focusing on various populations, all ages and forms of breast cancer from HER2 positive to triple negative. Going to the conference is like getting into the pilot seat and taking control.

“**I always find someone there that I can encourage and who can be an encouragement to me. It's almost deeper than a family relationship.**”

SHARLA: I always find someone there that I can encourage and who can be an encouragement to me. It's almost deeper than a family relationship because they understand.

What do you want other women to learn?

LESLIE: It's a tough battle and you'll need strong support. Arm yourself with as much information as you can get.

SHARLA: Focus on life, not on cancer. There's more that you have to give and receive. Life to me is like zip lining. Sometimes people get stuck and they send someone out who is more experienced to get them unstuck. And always speak words of life, even in the face of metastasis.

Without the PBCC, what would be different?

LESLIE: I would never have been so well informed about dense breast screening and how to advise others about insurance issues. A lot of people wouldn't get what they need.

SHARLA: I don't think I'd have the understanding, knowledge, support, or community to console me and to push me forward. 



Mid Penn Bank (CEO Rory Ritrievi),
Raised \$50,000 in 2017



GRASSROOTS PARTNERS

Our Grassroots Partners have raised **millions** of dollars in support of breast cancer survivors, families & researchers. Want to host an event in *your* community? Visit pbcc.me/hostevent

EMPOWERING. INSPIRING.



\$17,200

Toasting a Cure at the Vineyard

Laraine Forry
Helen Michener



\$11,486

Stauffer's of Kissel Hill Pink Day

Steve Norman
Kimberly Snyder



\$1,462

Jeeps Jams for Jugs

Collette and
Byron Wagman



\$11,690

Caboobies

Katrina Russell
Emily Nobile



\$3,791

One Lap of America

Jim Roberts



\$20,000

Pink Zone at Penn State

Susan Woodring



\$12,242

Brunnerville Hotel Motorcycle Poker Run

Baylee Bletz



\$800

Armitage Ladies Golf Outing

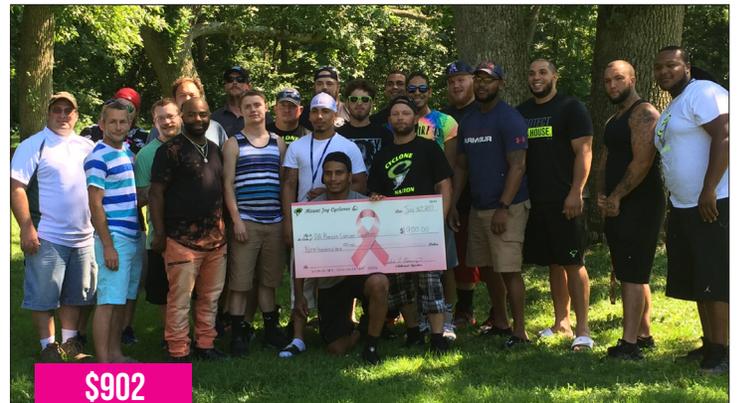
Sheila Daise



\$1,328

Scrapple Scramble

Steve Polansky
Mark Zeswitz



\$902

Mount Joy Cyclones

Emily Barr

FREE 3D MAMMOGRAMS

PA's **HealthyWoman** program now offers
FREE 3D screening mammograms

pbcc.me/healthywoman



Obesity and Breast Cancer

Clifford A. Hudis, M.D.

CEO, American Society of Clinical Oncology (ASCO)
2017 PBCC Potamkin Prize Winner



For most of human history the quest to obtain adequate calories and nutrition was the central struggle. Specialization and the development of modern farming and markets transformed life for billions of people in the past two centuries. A simple consequence is that today it is possible in many cases to obtain more than adequate daily caloric intake at very modest expense.

While overall energy balance is complex, it is also true that fundamentally, at the individual level, an excess of calories beyond what is needed to accomplish our daily activities, will lead to the storage of that energy as fat. The United States and much of the Western World is currently experiencing an unprecedented rate of overweight and obesity and the causes may include more than the easy and inexpensive access to excess calories. Regardless, the result is that parts of the U.S. are on a track to have obesity rates exceeding 50% in the coming years.

Obesity is a public health challenge that confers increased risks for a number of illnesses but historically less well-recognized was the potential association with breast and several other common cancers. With improving tobacco control and growing rates of overweight

and obesity, it is now predicted that the latter will soon become the leading modifiable risk factor for many of our most common cancers. Not only does the risk for certain cancers rise with obesity but the outcomes following diagnosis can be worsened.

Addressing this issue is complex and may require novel approaches beyond (but likely including) exercise and diet management. This, in turn, requires a deeper understanding of how and why obesity is associated with risk and worsened prognosis. For example, the local tissue and systemic (body-wide) effects can include insulin resistance, which can, in turn, alter hormone signaling. Obesity may also increase levels of circulating proinflammatory mediators (substances that cause inflammation) that may influence the incidence and course of some cancers. The potential importance of these pro inflammatory mediators is that they may be a specific mediator of the negative effects of obesity. For example, in recent years research has demonstrated the presence of inflammation that would not be normally detected (“subclinical”) in the white fatty tissues of the breast. This inflammation could be seen both in terms of the types of cells and the

mediators present in the tissue. The relevance to breast cancer is relatively straightforward as increased tissue levels of proinflammatory mediators has been shown to elevate aromatase expression and activity. This enzymatic activity produces estrogen and may thereby elevate the risk of breast cancer after menopause in overweight and obese women. Open questions include identifying whether drugs, specific nutrition, or weight loss will reverse the impact of obesity as well as inflammation even in the non-obese.

“ Obesity is a public health challenge that confers increased risks for a number of illnesses but historically less well-recognized was the potential association with breast and several other common cancers. ”

Dr. Hudis will present Opening Session at the **PBCC Conference Friday, October 6** in Harrisburg. Learn more at pbcc.me/conf



DON'T MISS IT!



PBCC Attends CDC Conference in Atlanta

PBCC's **Pat Halpin-Murphy** and **Michelle Goodreau** recently participated in the CDC Conference in Atlanta. Pat and Michelle, along with the PA Department of Health, presented information on the PBCC's Photo Exhibit, **67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania**, promoting the HealthyWoman program.

↪ PBCC's **Michelle Goodreau** snapped a photo with keynote speaker & surgeon **Atul Gawande**

HELP! We need a Boatload of Bras!

The PBCC is teaming up with **iHeartRadio** and **Community Aid** to cover the Pride of the Susquehanna Riverboat in bras! Donate new or gently used bras at any of our Boatload of Bras drop-off locations. Visit pbcc.me/boatload for info!



Coming to Conference? **Bring your bras!** The Boatload of Bras sets sail October 26! ↪

UPCOMING EVENTS



Pink Fountain & Photo Exhibit Opening

Monday, October 2
Harrisburg State Capitol Fountain

PA Breast Cancer Coalition **Pink** Party

Thursday, October 5
Hilton Harrisburg

PA Breast Cancer Coalition Conference

Friday, October 6
Hilton Harrisburg

Westmoreland Walks

Saturday, October 7
Twin Lakes Park, Latrobe

PBCC Photo Exhibit Opening

Thursday, October 12
PA College of Health Sciences, Lancaster

Pony up for Pink

Thursday, October 19
PA National Horse Show, Harrisburg

Host an event for the PBCC in *your* community! Visit pbcc.me/hostevent



2397 Quentin Road, Suite B,
Lebanon, PA 17042
800-377-8828
PABreastCancer.org

PINK Party

Thursday, October 5
Hilton Harrisburg

FREE event — 6-8pm — Wear pink!

REGISTER NOW!

PA BREAST CANCER COALITION
CONFERENCE

FRIDAY, OCT. 6

— HILTON HARRISBURG —



MORE INFO >> PBCC.ME/CONF

SCHOLARSHIPS AVAILABLE!

