

Winter 2017

Governor Wolf, Grassroots Partners Honored for Impact, Action



The 2017 **Pink Party** celebrated our PBCC Grassroots Partners, volunteers and breast cancer survivors



Governor Tom Wolf accepts the Pink Ribbon Award for making PA the **first state in the nation** to cover 3D screening mammograms at no cost to women



The PBCC honored incredible Grassroots Partners and Pink Ribbon Awardees **Laraine Forry** and **Helen Michener**




Breaststroke 4 Breast Cancer organizers Jillian & Pam Ruddle accept the **Dr. William L. & Marilyn R. Kanenson Shining Light Award**



Dr. Cliff Hudis, CEO, American Society of Clinical Oncology (ASCO) receives PBCC's Potamkin Prize for Research

Conference day welcomed survivors, caregivers, oncologists, nurses, social workers, radiologists and advocates to hear the latest in breast cancer treatment, survivorship and research. Thank you to everyone who attended, sponsored and participated in this year's Conference experience!

It all kicked off at Pink Party with a special performance from the Pink Prancers, a group of breast cancer survivors from Philadelphia who love to bust a move! Everyone was on their feet, celebrating survivors and grassroots partners.

From workshops to massages to shopping to photo booth selfies, we hope you had a wonderful day. We learned. We laughed. We danced! We hope to see you next year as the PA Breast Cancer Coalition celebrates its 25th Anniversary! 

A portion of this newsletter was underwritten by 

SAVE *the* DATE

25th ANNIVERSARY
CONFERENCE

OCTOBER 19, 2018

PRESIDENT'S CORNER



Best Kept Secret: FREE Mammograms, Breast Cancer Treatment in PA


by Pat Halpin-Murphy, President and Founder

If I could shout it from the rooftops, I would. **Pennsylvania offers FREE mammograms and FREE Treatment for breast cancer for women who are uninsured or underinsured!** After decades of meeting women across the state, I am always surprised to know how many have never heard of Pennsylvania's HealthyWoman Program and BCCPT (Breast and Cervical Cancer Prevention and Treatment) program. BCCPT covers all health care expenses while a woman is in treatment for breast cancer.

When I tell women about it, the first question usually is, "**Do I qualify?**" HealthyWoman and BCCPT are available for both women who do not have health insurance and for women who have limited insurance (high co-pays, deductibles) and cannot afford to pay for regular mammograms. For example, a woman with a family of four who has a gross annual household income of \$61,500 or less, qualifies for a free mammogram

through the HealthyWoman program. Breast cancer, when detected in its earliest stages, has a 98.6 percent 5-year survival rate according to the National Institutes of Health. That is why regular screening mammograms are so vital for women.


The PA Breast Cancer Coalition works to ensure that YOU have the best screening options available. Thanks to Governor Tom Wolf, PA is the *first state in the nation* to offer FREE 3D screening mammograms at no additional cost. 3D screenings are covered as part of the HealthyWoman program. Women who are insured by Medicare and Pennsylvania Medicaid are also covered.

We are so fortunate to have these resources available for women in Pennsylvania. Tell your friends. Share it on your Facebook feed. Tweet it out! Help us to ensure that every woman in Pennsylvania has access to the best tools for early detection. Take action. *Save lives.* 

Learn more @ pbcc.me/healthywoman



Breast cancer, in its earliest stages, has a **98.6%** 5-year survival rate*

Women with a family of 4 and household income of **\$61,500** or less qualify for free mammograms through HealthyWoman 

The PBCC's Director of Patient Advocacy can connect you with HealthyWoman and BCCPT providers. Call **800-377-8828, ext. 3020** for information 

* National Institutes of Health data

Be a **driving force** this **holiday season.**



Order a **Pink Ribbon License Plate** & support PA breast cancer survivors!

pbcc.me/plate

MEET

Molly Lutton

Franklin County

Molly Lutton represents Franklin County in the PBCC traveling photo exhibit **"67 Women, 67 Counties: Facing Breast Cancer in PA."** The message on her panel of the exhibit reads:

Breast cancer is pervasive. It doesn't discriminate and is merciless. I lost my mother-in-law to inflammatory breast cancer in January of 2013. That same year my mother died after a 17-year battle with metastatic breast cancer in December. Just three months later I was diagnosed with breast cancer, 33 years old, 30 weeks pregnant with our fourth baby. Several surgeries, and chemotherapy with a newborn, and with much love and support I did it.

Tell us about learning you had breast cancer.

MOLLY: My mom had metastatic breast cancer and passed away in December 2013. A breast cancer remembrance day was scheduled for the following March in Chambersburg, and I planned to attend to honor her memory. By the time of the event, I had been diagnosed with breast cancer.

I was 33 years old and 30 weeks pregnant with our fourth child. I found the lump myself and mentioned it to my ob/gyn during a routine appointment. We thought it was probably from the hormones but as time went on and nothing changed, my doctor said she wasn't comfortable letting it go without having a breast surgeon take a look at it. We had done an ultrasound but that was inconclusive and we couldn't do a mammogram because of the baby. It all happened very fast. It was a Monday or Tuesday when I had the biopsy, I got a call on Wednesday saying it was cancerous, and I had a mastectomy on Friday.

How did you hear about the PBCC?

MOLLY: PBCC executive director Jen Pensinger and I went to elementary and middle school together and she ordered a PBCC Friends Like Me care package for me when I was first diagnosed.

At that Chambersburg remembrance event, I met Sharon Brosious (*previous PBCC Shining Light Awardee*) of the Cumberland Valley Breast Care Alliance. She wrapped all of us up in her and she has become a dear friend and a help to our entire family. She was supportive and rallied around us



“It is so much better to face it, treat it, come up with a plan and **get through it...** Always remember that **you are stronger than you think you are.**”

and got all of us connected to the PBCC programs, and then I was invited to represent Franklin County in the photo exhibit.

What does the PBCC mean to you?

MOLLY: Breast cancer patients and our families would not have the advocacy for our health and our well-being without the amazing work the PBCC does. I don't think we would even have as much hope as we do because of the research the organization supports. It is awesome to know that someone is working on making things better for all of us and hopefully finding a cure.

What do you want other women to learn?

MOLLY: Like so many women, at first I was scared and I kept thinking that there's no way I could do this. You look at other survivors and think I don't know if I can do what they've done. I've learned how empowering it is to know that there are people rooting for you. I know that some women even shy away from having checkups and mammograms out of fear of finding something wrong. But it is so much better to face it, treat it, come up with a plan and get through it. I felt overwhelmed at first but now that I'm on the other side of it all I think is "Wow, I did that!" Always remember that you are stronger than you think you are. ♀

Watch Molly's survivor story @ pbcc.me/videos



GRASSROOTS PARTNERS

Brenner Family of Dealerships
Raised \$13,250 in 2017



This October, dealerships across central Pennsylvania participated in the 3rd **Drive Out Breast Cancer** campaign, raising **\$31,340** for the PBCC. Special thanks to organizers Laraine Forry and Helen Michener!

Brenner Family of Dealerships
Diamond Toyota
Ebersole
Fred Beans

Freedom Toyota
Freysinger
Hoffman Ford
Lehman Volvo

Maguire's Ford Lincoln, Nissan / Duncannon
Turner Kia
York VW



\$12,274

Isaac's Restaurants

Johnny Roberts
Mike Weaver



\$5,600

Field of Screams

Gene and Jim Schopf
Tiana Bollinger



\$9,550

**Bloomsburg University
Breast Cancer Walk**

Madelyn Rodriguez



\$5,025

Terroir Wine Group

Paul Clear



\$10,000

Boatload of Bras

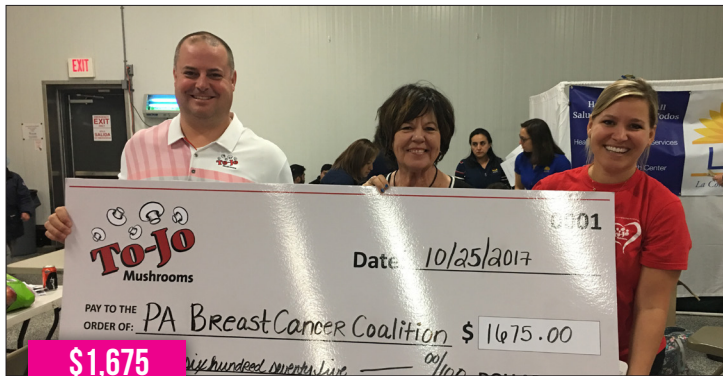
Bob Hauer, Glenn Chandler
Jeff Hurley, Nancy Ryan



\$12,610

Save the Ta-Tas Trail Ride

Jo Ann Gilkey



\$1,675

To-Jo Mushrooms

Samantha Snyder



\$3,760

FM97 Pinktober Party

Derrick Cole
Kenny Weaver



\$4,532

Pink in the Rink

Cheryl Delsite



\$9,247

Ta-Ta Trot

Lisa Pfleegor



\$5,000

Ride to Help

Jerry Lutz
Bruce Cochran



\$1,295

Atria Bethlehem

Dorine D'Andria



1. Beyond Pink at Lebanon County Club - \$7,723 | 2. Teeing it Up for Ta-Tas - \$5,570 | 3. Out Door Country Club - \$4,200
4. Pretty in Pink at Tree Top Golf Course - \$4,784 | 5. WHDGA Golf Outing - \$3,000 more photos @ Facebook.com/PABreastCancer



1. Vynecrest Vineyards - \$526 | 2. Lebanon High School - \$838 | 3. Citizens Fire Company - \$654
4. Kitchen Kettle Village - \$556 | 5. Bring Home a Cure Softball - \$805 | 6. Northern High School - \$2,361
7. Warwick High School - \$500 | 8. Cedar Cliff High School - \$1,340

Metastatic Breast Cancer: A Medical Update

Anthony P. Scarpaci, M.D.
Abington Jefferson Health



Recently there has been an increasing public awareness of the unique needs of patients who are diagnosed with metastatic breast cancer. The challenges range from concerns about prognosis and end of life to infirmity, from disease and financial concerns to adverse effects from therapy. These difficulties are often related to the duration and intensity of therapy as most patients experience multiple treatments over time.

There are a number of therapies now available that can help people live productive and good quality lives for sometimes many years. However, as a result there is a reset of “normal” and patients experience the ups and downs of disease and therapeutic management over a potentially long period of time. This constant cycling over time can be very distressing for patients and their loved ones.

Often in appointments, the focus


of both the patient and clinician is on the very tangible qualities: lab work, imaging studies, therapies, and side effects. “What are the tumor markers doing?” “What did the CT scan show?” “What are the options and what are the side effects?” The appointment becomes: “How is my/your cancer today?” instead of “How are you today?” As a result, the

most rewarding experiences during appointments are when a patient shares an aspect of her life that is important to her. It may be something like a favorite movie or book or an event with family or friends. Not only is this personally enriching, but it can help decision making when at a crossroads. This is very evident in the management of a patient with

““ When the **focus** is placed upon the **person** and what is important to her, better plans can be developed for her care. ””

“person” is lost in the discussion. All of the above pieces of information are needed to formulate a treatment plan. However, so is a better understanding of the individual who is being treated.

It is important for patients and provider to focus on the person who is experiencing this journey. Some of the

metastatic breast cancer. Patients are faced with difficult decisions when there is progression of disease or significant side effects from treatment or as the end of life nears. When the focus is placed upon the person and what is important to her, better plans can be developed for her care. 



FIND A CLINICAL TRIAL

Clinical trials are the *key* to finding a cure.

Find a breast cancer clinical trial at **ClinicalTrials.gov**



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

Peace & Joy

Warmest greetings for a wonderful holiday season from our PBCC family to yours

CONFERENCE *moments*



survivors



The Kanenson family celebrates the naming of our
Dr. William L. & Marilynn R. Kanenson Shining Light Award



friends



researchers

Dr. Wendie Berg of Magee-Womens Hospital of the University of Pittsburgh Medical Center accepts a \$50,000 grant to continue her clinical trial studying 3D mammography and whole breast ultrasound. Learn more about screening options and breast density at **DenseBreast-Info.org**.