A publication of the Pennsylvania Breast Cancer Coalition

SUMMER 2003

Front Line

On the front line in the battle against breast cancer.

First Lady Judge Marjorie O. Rendell Announces Leslie Anne Miller as Honorary Chair of the PBCC

At a luncheon at the Governor's Residence, First Lady Judge Marjorie O. Rendell and PBCC President, Pat Halpin-Murphy, announced that Leslie Anne Miller, Esq. will serve as the PBCC's Honorary Chair. Leslie is General Counsel to Governor Ed Rendell and previously served as Interim President of the Kimmel Center for the Performing Arts in Philadelphia. Leslie is also a breast cancer survivor and was featured in the Spring issue of *Frontline* in the "Survivor Spotlight" article.

"We cannot think of anyone more suitable for this position," said Judge Rendell, "and we know she will bring her incredible energy and talent to the Pennsylvania Breast Cancer Coalition, just as she has to all of her other endeavors."

First Lady Judge Marjorie Rendell and PBCC President Pat Halpin-Murphy welcome Leslie Anne Miller as the PA Breast Cancer Coalition's new honorary chair at a luncheon at the Governor's Residence.

"We welcome Leslie Anne Miller as our new honorary chair, and we are delighted that First Lady Marjorie Rendell suggested her," said Halpin-Murphy. "Our goal is to give breast cancer survivors a voice, especially this year as we celebrate our 10th anniversary. I can't think of a better person than Leslie to help us speak to and for breast cancer survivors in Pennsylvania."

Leslie follows in the footsteps of three former first ladies as the PBCC's Honorary Chair and is a powerful force in Pennsylvania. She was elected the first woman president of the PA Bar Association and serves as a member of the boards of trustees of Mount Holyoke College and Dickinson School of Law.

Of her battle with breast cancer, Leslie says, "I was so very lucky. I found it in a very early stage by a self-exam. A woman has to be responsible for her own body."

The PBCC will present the Pink Ribbon Award to Leslie at this year's Keystone Breast Cancer Conference. We welcome Leslie with our deepest admiration and respect for her commitment to finding a cure for breast cancer.

Leslie Anne Miller, Esq. General Counsel to Governor Ed Rendell and Honorary Chair, PBCC

Breast Cancer Research Grants Announced

Lieutenant Governor Catherine Baker Knoll awarded research grants from PA's Income Tax Check-Off campaign this spring. The state awarded five grants, averaging $35,000 to researchers from Fox Chase Cancer Center, the University of Pittsburgh and Pennsylvania State University.

Since the PBCC's Income Tax Check-Off was signed into law in 1997, this unique cancer research initiative has raised over $1 million for Pennsylvania based cancer researchers. Thousands of PA taxpayers contribute an average of $8 from their refunds and recognize the PBCC's Income Tax Check-Off as *the most popular refund donation option.*

PBCC President, Pat Halpin-Murphy said, "When we began this campaign, we knew it would provide vital, life-saving research. The incredible success of this simple and effective way to raise research dollars renews our commitment to *finding a cure for breast cancer now...so our daughters won't have to.*"

Lieutenant Governor Catherine Baker Knoll

Breast and cervical cancer research grants are administered by the PA Department of Health.

PBCC Congratulates Research Grant Awardees

Jonathan Cheng, MD

Fox Chase Cancer Center
Therapeutic Inhibition of Fibroblast Activation Protein

Susanne Gollin, PhD

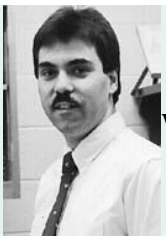
University of Pittsburgh
Dissection and Characterization of the Mechanism of 11q13 Gene Amplification in Breast Cancer Cells

Elieser Gorelik, MD

University of Pittsburgh
Combined Antiangiogenic and Immune Therapy of Breast Cancer

Andrea Mastro PhD

Pennsylvania State University
The Role of Breast Cancer Cells in 'Osteoblast Paralysis' Associated with Lytic Bone Metastasi



Michael Verderame, PhD

Pennsylvania State University
A New Approach to Exploring the Role of ODC in Breast Cancer

PBCC Congratulates New Cabinet Appointees

We congratulate Governor Rendell's new appointments to his Cabinet: Secretary of Health, Dr. Calvin Johnson, and Insurance Commissioner, Diane Koken.

Dr. Johnson is a pediatrician, professor and former Army National Guard doctor. He served as a physician in the Pediatric Emergency Department at Temple University Children's Medical Center in Philadelphia and also as Assistant Professor of Pediatrics at the Temple University School of Medicine. He holds both a medical degree and master's degree in public health and has a strong record of community medical involvement.

Diane Koken was first appointed to the post of Insurance Commissioner in 1997 by then-Governor Tom Ridge and has served with distinction since then. Prior to her appointment, the Commissioner was Vice President, General Counsel and Secretary for a major life insurer.

We are looking forward to working with both of these experienced Cabinet members.

The PBCC also extends our deepest appreciation to former Acting Secretary of Health, Dr. Rob Muscalus, for his extraordinary support and participation in our statewide outreach efforts since his appointment as Physician General in 1999. He has been a tremendous leader, spokesperson and advocate and we thank him for his exceptional public service.

This issue of Frontline is made possible thanks to the generosity of Senator Jack Wagner. We thank Senator Wagner for supporting the PBCC's mission.

Survivor Spotlight

Deborah Freer

Lebanon, PA

The Freer family at a recent college graduation. L to R: Patrick, Debbie, Patrick Jr., Jenny and Peter.

Debbie Freer was a young mother of 31 when she was diagnosed with Stage 3 breast cancer twenty-two years ago. Her children were 1, 2 and 4 years old, and her prognosis for long term survival was very poor. Here is her incredible story of overcoming the odds.

Diagnosis and Treatment

I noticed a swollen area on my breast that looked like a shadow. It turned out to be quite a sizeable lump. I had been getting regular exams, but this didn't show up before. My initial reaction was one of complete shock. It was obvious I was in trouble. The prognosis was not good, but I felt confident that I had to be here to see my children grown and raised.

I had a mastectomy on the left side, then the doctor suspected that this might be a "mirror-type" tumor and show up on the right side. He was right, and it had spread into my lymph nodes as well. I went to a cancer center in Houston, Texas, where they put me on a new, aggressive chemotherapy protocol. They needed to remove my ovaries to suppress the estrogen that would feed the tumor. In 1986 I had breast reconstruction. "Both breasts? Well you know Mom, you're not nursing us anymore so I guess you don't need them."

In the Trenches

I had so much support from family and friends. And I felt a responsibility to be as educated as I could about the disease. It's important that people make informed decisions. I hear stories from women whose doctors say, "Let's just watch this tumor for a while." That makes me crazy! I believe in being as aggressive as possible when it comes to treatment. I feel like younger women are often an underserved group.

Throughout my treatment and surgeries, I felt like I was stripped of my femaleness. I had no breasts, no hair and no ovaries. It was like I had been neutered. And the decision to have more children had been taken away from me.

One day as I was trying to explain my surgery and my cancer to my 4-year old son, he said,

> "It's very important to go to a cancer center where they are doing research and get other opinions. Continually ask questions and learn as much as you can...knowledge is powerful."

Lessons Learned

It's very important to go to a cancer center where they are doing research and get other opinions. Continually ask questions and learn as much as you can...knowledge is powerful. Listen to your instincts.

And keep your sense of humor! Prior to my reconstruction, some kids in my son's class were discussing their moms' breast size, in a way only kids can. Finally my son piped up and said, "Well if you really want to know something, my mom can put hers on and take them off!" The kids were amazed.

It's been such a treat to get involved with groups like the PBCC. Your organization is doing so much. You may never really know how many lives you've saved or be able to collect any hard data, but you remind women to get their check-ups and women learn from your conferences. And you do this in a powerful and enlightening way with a minimum of staff. I think a lot of organizations can learn from you.

Debbie recently spoke on behalf of the PBCC at an Income Tax Check-Off event at Lebanon Valley College. She is a member of the Board of Trustees at Lebanon's Good Samaritan Hospital, the Lebanon Library and WITF. We wish her all the best with her health, her work, and with her daughter's wedding next year.

To profile someone in "Survivor Spotlight", email Heather Hibshman at heather@pabreastcancer.org

Grassroots Partners across the State

• *Corporate Support*

In support of the PBCC's programs and initiatives, Higashi Pearls & Fine Jewelry launched the sale of a "Mini Kelly Bag" on May 9 at their store in Lemoyne. PBCC President, Pat Halpin-Murphy, says "When business owners, like Higashi's Susan Fotos, decide to give back to the community, we all benefit." PA Representative Jerry Nailor (Cumberland) was also on hand to show his support for this cause. Ten dollars from the sale of each bag goes to the PBCC to aid in the fight against breast cancer. The bag is a beautiful deep pink leather jewelry case, and the cost is $33. To order, contact the PBCC at 800-377-8828 x 104. This is the second fundraiser Higashi has done to raise breast cancer awareness with the PBCC, and we thank them for their continued creative support.

Curves International, a nationwide health club for women, decided to match funds that were raised during a November "fitness marathon" in Brodheadsville and Effort, PA with proceeds going to the PBCC. The company is donating $280. Thank you to owner Felix Ortiz for this kind-hearted support and to Curves International for their generosity. Can *your* company help double a donation?

• *Students Getting Involved*

Linda Basso, a teacher at Pius X High School in Bangor, PA, organized a fundraising fashion show in March. Students modeled prom attire at "Fashion PROMises, a Celebration of Life" to a crowd of over 100 guests. Thanks to the generous parent volunteers and kind-hearted community members, Pius X High School was able to donate $1,275 to the PBCC. We thank Linda, the students, and all involved in this wonderful, successful event.

• *Community Support*

WROZ FM, a Lancaster County-based radio station, hosted the annual Bridal Fantasy at Bent Creek Country Club in January. The PBCC benefited from both the admission price and a quilt raffle. All together, over $1,300 was donated to the PBCC. We thank WROZ and all the future brides who attended the event.

If you know of a special way to support the PBCC, please call Dolores Magro at 610-622-3390 or email dolores@pabreastcancer.org.

KNOWLEDGE IS POWER

ARE YOU A KNOWLEDGEABLE BREAST CANCER ACTIVIST?

THERE IS SOMETHING YOU CAN DO.

BECOME A LEADER ON BREAST CANCER ISSUES IN YOUR COMMUNITY.

LEARN MORE ABOUT BREAST CANCER AND BREAST CANCER RESEARCH.

JOIN THIS EXCITING PROGRAM THAT ALLOWS THE VOICES OF THOSE AFFECTED BY CANCER TO BE HEARD.

We want you to join us for a FREE Scientific Training Seminar Tuesday, October 7, 2003 in Harrisburg.

The PBCC is looking for enthusiastic and committed individuals to represent us as knowledgeable breast cancer activists in their own community and across the state.

- Learn the latest about breast cancer from the medical experts.
- Sessions on "The Science of Breast Cancer" and " Clinical Trial Research".
- No charge for this training seminar. PBCC covers all costs for instruction, course materials and lunch. Attendees are responsible for their own lodging.

FOR AN APPLICATION

VISIT OUR WEBSITE WWW.PABREASTCANCER.ORG

or

CALL THE PBCC 1.800.377.8828

or

WRITE TO PAT HALPIN-MURPHY, PRESIDENT & FOUNDER
PA BREAST CANCER COALITION C/O DONECKERS COMPLEX
287 DUKE STREET, EPHRATA, PA 17522

Completed applications are due by July 31, 2003.

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A New Frontier:
Computer-Aided Detection In Mammography

Jorge G. Pardes, M.D.

The radiologist interpreting a mammogram faces a difficult task. The early manifestations of breast cancer can be very subtle and may be obscured by the surrounding and overlying normal breast tissue. Detection can be therefore very difficult if not impossible at times.

Mammograms can be divided into two main types: screening and diagnostic. Screening mammograms are obtained on a routine basis (usually yearly) on women without symptoms, while diagnostic ones are performed on patients with specific clinical problems to be addressed, such as a lump or thickening. If an abnormality is detected or questioned on a screening study, the woman will be recalled for further mammographic or sonographic evaluation in about 5-10% of cases. If the finding is confirmed as real, its significance is assessed and management is decided. The biggest challenge is in the interpretation of screening mammograms, where a radiologist has to view a large number of cases in order to detect the few cancers present within an overwhelmingly normal population. Approximately 3-10 cancers are detected for every 1,000 patients screened.

Computer-Aided Detection (CAD) helps to detect possible abnormal areas on mammograms, leaving further decision making as to the significance of the finding to the radiologist. It does so by pointing out two main types of suspicious findings: calcifications (calcium deposits) with certain characteristics such as branching, and spiculated densities (with an irregular strandy contour).

The way CAD works is the following: the current mammogram is processed by a digitizer. The resulting images are then analyzed by a computer which marks the suspicious calcifications and spiculated densities in one or both views with different symbols. The radiologist first looks at the unmarked mammogram, and then at the digitized and marked images on a monitor. The findings marked may or not have been seen initially by the radiologist, who goes on to determine whether they are of concern or not, and if they are defines a course of action, which may include recalling the patient for additional imaging. The most advanced of the CAD systems available places only two false-positive (benign) marks per four-film mammogram. Other marks actually correspond to true malignant findings.

Jorge G. Pardes, M.D.
Staff Radiologist at Abington Memorial Hospital, Abington, PA
Director of Interventional Radiology Service at the Mary T. Sachs Breast Center

"For every 100,000 breast cancers detected by screening mammography, use of the ImageChecker (CAD) could result in the early detection of an additional 20,500 cases."

There are several reports in the literature stating the positive effect of CAD in breast cancer detection. The largest study comprised 12,680 patients who underwent mammography screening at a large community based breast center. In this study the radiologists first interpreted the mammogram unaided by CAD, and then with CAD. There was a 19.5% increase in the number of cancers detected, as well as an increased proportion of early stage (0 and 1) malignancy detection from 73% to 78%. Another study of 115 cancers not initially detected by screening mammography showed that 88 could have been detected earlier with CAD, reducing the false negative rate (true cancers) by 75%. In terms of the sensitivity or ability of CAD to identify suspicious lesions or calcifications, one manufacturer (R2 Technology) claims detection rates of 86% and 98% respectively, as well as a 92% ability to mark cancers missed on prior mammograms. This company has an FDA approved claim that "For every 100,000 breast cancers detected by screening mammography, use of the ImageChecker (CAD) could result in the early detection of an additional 20,500 cases."

There is no doubt as to the great benefit of CAD for women. Unfortunately, data collected in 2001 suggested that with the number of CAD units installed at that time nationwide, only 1.9 million women out of 33 million screened by mammography could be assessed by CAD, a meager 6%. Hopefully it can become available to more women.

PBCC PHOTO EXHIBIT TRAVELS TO RURAL PA

The PBCC's traveling photo exhibit, "67 Women – 67 Counties: Facing Breast Cancer in Pennsylvania", visited the Joyce Murtha Breast Care Center in Windber April 3-13. Joyce Murtha, wife of U.S. Congressman John Murtha, was the keynote speaker at this impressive medical facility. Joining her were PBCC Executive Director, Charlotte Asherman; Bedford County exhibit participant, Vera Beegle; and Diane Pringle, F. Nick Jacobs, and Jeanne McKelvey, all from Windber Medical Center.

(L-R) Lesa Skotnicki, Marketing & Public Relations Director, Joyce Murtha Breast Care Center; Debbie DeBiase, Admin. Asst., Joyce Murtha Breast Care Center; PBCC Executive Director Charlotte Asherman; Mrs. Joyce Murtha; and F. Nick Jacobs, President of Windber Medical Center and Windber Research Institute.

May 8-18, the exhibit opened at the Guthrie Clinic in Sayre. Sayre is located in Bradford County, just miles from the New York border. Large crowds listened to bagpipe music and dynamic speakers including the PBCC's Charlotte Asherman; Anthony Gillott, MD, of the Guthrie Clinic; Gary Proulx, MD, of Robert Packer Hospital; County Commissioner Nancy Schrader and local breast cancer survivor Mary Wells.

This exhibit is sponsored by the PBCC and funded by the PA Department of Health.

Coming To Your Community

August 23
Longaberger Horizon of Hope Luncheon
Valencia Ballroom
York, PA

October 4
"Westmoreland Walks: Taking Steps Against Breast Cancer"
Greensburg, PA

October 7-8
PBCC's Keystone Breast Cancer Conference
Harrisburg, PA

October 22
"Stop Breast Cancer for Life" fashion show
Johnstown, PA

Visit our website **www.pabreastcancer.org** for details on these and other events.

YES! I WANT TO TO HELP IN THE FIGHT AGAINST BREAST CANCER.

Join the *MONTHLY GIVING CLUB* with automatic monthly credit card donations.

Name : _____

Address : _____

City _____ State _____ Zip _____

County : _____

Phone : (H) _____ (W) _____

Fax : _____

Please charge my credit card: ❑ VISA ❑ MasterCard

_____

Exp. Date: _____

Signature: _____

Your credit card will be charged *monthly* for one year based on the specified giving level:

___ $10/month ($120) Pink Ribbon Pin

___ $25/month ($300) PBCC cap

___ $50/month ($600) PBCC insulated lunchbag

___ YES, I would like to receive the PBCC's free gift as a 'thank you' for my donation.

___ NO, please keep the gift and use my entire donation for your outreach and programming.

YOU CAN ALSO DONATE THROUGH OUR WEBSITE
www.pabreastcancer.org

Donors like you are critical to the PBCC's mission. Thank you for contributing in this simple, hassle-free way!

STATEWIDE EFFORTS HELP RAISE RESEARCH DOLLARS FOR INCOME TAX CHECK-OFF

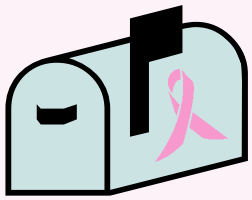
PBCC Northwest Vice President and breast cancer survivor, Denise Robison, joined Erie County Executive Rick Schenker (both pictured at right) for Erie County's campaign to distribute Income Tax Check-Off reminders in every county employee's paycheck. The County Executive also organized the effort to hang posters in all of the county buildings.

Denise also asked Erie City Mayor, Rick Filippi, to be the keynote speaker at a press conference to showcase the PBCC's Income Tax Check-Off for Breast and Cervical Cancer Research. The event was held at The Regional Cancer Center. Joining the mayor in the ceremonies were Rochelle Krowinski, CEO of The Regional Cancer Center; local breast cancer survivor Ginny Rogers; and Jim Schaffner of Schaffner, Knight, Minnaugh & Company, a local accounting firm. Additionally, the mayor made sure that Income Tax Check-Off information was inserted into paychecks of all city employees.

We thank Denise and both the city and county of Erie for helping to spread the word about the Income Tax Check-Off. If you would like to host an event in *your* community next spring, please contact PBCC Program Director, Heather Hibshman, at 800-377-8828 x 102 or heather@pabreastcancer.org.

The PBCC has a new address!

Please note our new mailing address below.



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Front Line

is published quarterly by the Pennsylvania Breast Cancer Coalition.

287 Duke Street
Ephrata, PA 17522
800-377-8828

www.pabreastcancer.org

JUNE 2003

PA BREAST CANCER COALITION 1993 2003

c/o Doneckers Complex
287 Duke Street
Ephrata, PA 17522

Join us for the PBCC's special

10 year anniversary

at the Keystone Breast Cancer Conference

October 8, 2003

at the Harrisburg Hilton.

Be a part of the celebration!