

Front Line

On the front line in the battle against breast cancer.

PENNSYLVANIA GETS **A+** FOR MAMMOGRAPHY FACILITIES

Thanks to a performance audit of over 400 certified mammography facilities in the state, women can be assured that they are getting accurate, safe and high quality imaging. Auditor General Robert P. Casey, Jr., and Secretary of the Department of Environmental Protection (DEP), Kathleen McGinty, announced the results with the Pennsylvania Breast Cancer Coalition at a press conference.

Auditor General Casey audited the performance of the DEP's inspection of Pennsylvania's mammography facilities, which ran from January 2001 through June 2003. Results showed that Pennsylvania women can be confident that these facilities comply with stringent federal quality standards and safety requirements.

"Accurate mammography images are critical for early breast cancer detection," Casey said. "I am pleased to report that the DEP is doing an excellent job inspecting mammography facilities and identifying and reporting deficiencies in an effort to ensure that Pennsylvania women receive safe, quality mammograms."

PBCC President and Founder, Pat Halpin-Murphy, said "The PBCC is very pleased and happy that Auditor General Casey and the DEP have confirmed the high quality of the Commonwealth's mammography facilities. It's high praise for Pennsylvania's technicians, nurses and doctors."

One area in which Casey felt that the DEP could do more is in communicating to the public. Specifically, the audit asked that the DEP proactively inform the public that it carries out such mammography inspections and that the results of these inspections are available for review. The PBCC offered to help publicize this information through its website.

To view a copy of the full report, visit <http://www.auditor.gen.state.pa.us/Department/Info/Performance/MammographyReportLinks.pdf>.



PBCC President, Pat Halpin-Murphy (right), and Leslie Anne Miller, Honorary Chair of the PBCC (center), appeared with Auditor General Casey at Lankenau Hospital to support the audit's findings and recommendations, and to discuss their experiences as breast cancer survivors.

PROMISING MEDICAL ADVANCE

NEWLY DIAGNOSED WOMEN WILL SOON HAVE A BETTER METHOD FOR DETERMINING COURSE OF TREATMENT.

Turn to page 5 for the latest on how genetic markers can predict recurrence rates.

THIS PEN CAN MAKE A LIST, WRITE A STORY, OR SAVE A LIFE

Use your pen to aid in the fight against breast cancer! Look for the PBCC's Income Tax Check-Off for Breast Cancer Research on your state income tax form, then donate all or part of your refund. Every penny of your donation goes to cancer researchers, hospitals and universities in Pennsylvania and so far over \$1.2 million dollars has been raised! YOU can help find a cure for breast cancer-- Check YES for Breast Cancer Research today!



Finding a cure now...
So our daughters won't have to.®

800-377-8828

www.pabreastcancer.org

Leslie Anne Miller, Esq.,
General Counsel to Governor Edward G. Rendell,
PBCC Honorary Chair

Pat Halpin-Murphy, President & Founder



Survivor Spotlight

Patricia Lyda-Stewart

Oncology Social Worker,
Albert Einstein Cancer Center
Philadelphia, PA



Pat Stewart (center) is one of the survivors pictured on the PBCC's "Friends Like Me" website www.pabreastcancer.org/flm.html.

Pat Stewart was diagnosed with Stage 1 breast cancer over 20 years ago, in 1983, at the age of 41. As she was doing yard work one day, she raised her arm and felt a pulling sensation. She ran in to take a shower and do a self-exam. Then she called the doctor. Here is Pat's story of never giving up, always staying positive, and how breast cancer has helped her become the kind of person she was meant to be.

GOOD COMES FROM BAD

My lump was about the size of a quarter. I made an appointment with a surgeon right away, and was devastated by the diagnosis. I always felt I had done everything right. I ate well, got plenty of exercise, and was otherwise healthy. But after a couple of days, I came to my senses. I remembered who I was and told myself that no matter what happened, I would keep my faith, cooperate with the medical experts, and help others as much as I could.

Fortunately, I had no nodal involvement. My treatment consisted of 29 radiation treatments and a radiation implant, something that is rarely done today. I went through the fatigue phase, but I convinced myself I wasn't going to stop. I never stopped. I went to work, went for my treatment, and went home. Then I started all over again the next day.

LESSONS LEARNED

The thing that surprised me the most to learn is that breast cancer

is not prejudiced, and that my number one risk factor was just being a woman. But I never took the time to say "why me?" I wanted to keep a positive attitude and be a testimony to other women that early detection does save lives.

"The thing that surprised me the most to learn is that breast cancer is not prejudiced, and that my number one risk factor was just being a woman. But I never took the time to say 'why me?' I wanted to keep a positive attitude and be a testimony to other women that early detection does save lives."

This has been a beautiful journey. I've had the love and support of so many people. Breast cancer has helped me become the kind of person I was probably meant to be. I've always been a caring person, but it's made me care more about other people.

My advice for newly-diagnosed women is to first, learn to know your bodies and listen to what your body is saying. Next, make other people listen too. I made my doctors hear what I had to say.

A LINK IN THE CHAIN OF SUPPORT

Over the past 20 years since my diagnosis, I have been an active community volunteer, worked with the Black Women's Health Project, and am a founding member of the 'Sisters in Touch' breast cancer support group. I have received awards for my work, run support groups, and written an 8-week educational program called "Learn to

Live with Breast Cancer" for newly-diagnosed women. I tell these women to keep a positive attitude as much as possible. I want them to become active and help others – it can become a chain of support.

I promised myself that I would not

let this breast cancer diagnosis be all about me. It was about helping others. I can use the knowledge I have gained to help other people. I always say I've come this far by faith. Now I just want to be here for everybody else. I'm not selfish with my breast cancer. I use it for others.

Pat lives in Philadelphia and works as an oncology social worker at Albert Einstein Cancer Center. She facilitates not only breast cancer support groups, but those on prostate cancer, general cancer, and leukemia. She continues to be in good health, and enjoys spending time with her fourteen grandchildren and one great-granddaughter. Pat is a remarkable woman and an inspiration to everyone she comes into contact with. We wish her continued good health and success in her work with breast cancer patients.



CALLING ALL ADVOCATE LEADERS!

SCIENTIFIC TRAINING SEMINAR

TUESDAY, OCTOBER 5, 2004 • HARRISBURG, PA

Join the PBCC, Tuesday October 5, at the Harrisburg Hilton for a Scientific Training Seminar, held in conjunction with the Keystone Breast Cancer Conference. This seminar trains advocates to speak knowledgeably across the Commonwealth in the language of advocacy, basic research and clinical trials. This select seminar, open to those interested in the fight against breast cancer, helps activists build and strengthen their advocacy skills. Class size is limited and selected applicants will be notified in September.

*Please apply by calling
1-800-377-8828 ext. 102 or go to
[www.pabreastcancer.org/
kbcc_seminar.html](http://www.pabreastcancer.org/kbcc_seminar.html)*

Deadline to apply is July 31, 2004.



*Finding a cure now...
So our daughters won't have to.®*

MOTHER'S DAY MAMMOGRAMS® AVAILABLE IN CENTRAL PA

Mother's Day Mammograms®, the PBCC's program that connects uninsured and under-insured women with FREE mammograms, is available to women in Lebanon, Dauphin, York, Berks and Cumberland counties April 26-May 14. Women must meet age, income and insurance guidelines. Visit your nearest Commerce Bank or www.pabreastcancer.org/mammograms.html for details on the program.

Mother's Day Mammograms® is sponsored by the PA Breast Cancer Coalition, with corporate support from Commerce Bank, in cooperation with the PA Department of Health, Family Health Council of Central PA and mammography service providers.



MINI KELLY BAG FOR MOTHER'S DAY SALES TO BENEFIT PBCC

Make sure your mother travels in style this year with this adorable hot pink leather travel case for jewelry. The bag, made by Wolf Designs, is sold at Higashi Pearls & Fine Jewelry in Lemoyne, or on the PBCC's website. Cost is \$33 plus tax, with \$10 from each purchase going to the PBCC. To order this unique gift call 717-303-0336.

BREAKTHROUGH TECHNIQUE GAUGES BREAST CANCER RECURRENCE RISK

This article was written by PBCC Program Director, Heather Hibshman, with information provided by the NSABP.

Newly-diagnosed women with breast cancer now have access to a new test that helps quantify whether their cancer may recur. Among other factors, presently doctors use patient age, tumor size and tumor grade to assess recurrence risk. The National Surgical Adjuvant Breast and Bowel Project (NSABP) and Genomic Health, Inc. have announced positive results from a large-scale study of 668 patients who were node-negative, hormone-receptor-positive and tamoxifen-treated. The test was able to predict, with unprecedented precision, which patients had a higher risk that the cancer would return.

In this study, surgical tissue samples from patients who enrolled in the NSABP B-14 clinical trial from 1982-1988 were examined using this new assay. The outcomes of patients in B-14 have been tracked over time by NSABP sites. Using RNA analysis of tumor tissues, the study evaluated Genomic Health's breast cancer assay to determine the likelihood of recurrence as defined by a "recurrence score" from 0-100. This score was able to accurately assign patients into high and low risk groups, and when the recurrence score was examined together with age and tumor size the score remained a significant predictor of patient outcome.

"We are excited about the results of this trial, which represent a practical advance in breast cancer diagnosis because the assay uses tumor

tissue that is routinely obtained and stored for every patient," said Norman Wolmark, MD, chair of the NSABP and member of the PBCC Board of Directors. *"Based on our studies, the recurrence score becomes as important a prognostic measure for this group of node-negative patients as nodal status is for all patients,"* said Dr. Wolmark.

The NSABP trial studied a specific population of breast cancer patients, those who were node-negative, hormone-receptor-positive and tamoxifen-treated. This is a substantial breast cancer patient population, making up approximately 70% of the newly-diagnosed node-negative patients each year.

"The results of this trial demonstrate a major advance in molecular pathology," said

Soonmyung Paik, MD, director, Division of Pathology, NSABP. *"We believe our findings will provide critical information for this substantial group of patients,"* said Dr. Paik.

"These validated, pivotal findings provide physicians and patients with quantifiable information that we believe will greatly improve treatment planning," said Steven Shak, MD, chief medical officer of Genomic Health, Inc. Genomic Health made its assay available to newly diagnosed women with breast cancer in early 2004 as a clinical laboratory service under the name OncotypeDX™. The assay is of no benefit to women previously diagnosed with breast cancer.

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Grassroots Partners across the State



In December, the Department of Environmental Protection sold pink ribbons in honor of Nadine Miller, an employee battling breast cancer. The ribbons raised \$1,500 for the PBCC. Nadine is doing well as she undergoes treatment and continues to work at the DEP.



CHECK 'EM OUT! The Widener University School of Law Women's Law Caucus sold t-shirts to raise money for breast cancer awareness. The shirts, which brought in over \$350 for the PBCC, were emblazoned with a big pink ribbon and the words "CHECK 'EM OUT" to encourage breast exams.



Dayton Communications, Cool Jazz Café/WROZ and Christopher's Casual Dining and Spirits sponsored "Divas of Jazz" in October. They raised more than the roof...over \$5,000 in donations!



The Flying Colors annual art show raised over \$3,500 for the PBCC this year. Flying Colors is a group of women artists who paint together weekly and present this annual show. We thank artist, Pam McKee, for thinking of us.



Diane Koken, Commissioner of the PA Department of Insurance, organized an event to sell theme baskets at Strawberry Square in Harrisburg. Passers-by bought chances for the baskets and raised over \$3,000 for the PBCC's outreach and education programs.



Philadelphia's Delta Phi Omega Sorority hosted a party at a neighborhood restaurant and raised \$365 for the PBCC. We greatly appreciate their commitment to community service.

Brad Whitsel and a friend enjoy some wine at a Christmas party held at Brad and Tappay Heckman's home. The couple asked for donations for breast cancer research and outreach, and thanks to their friends' kindness, sent a check to the PBCC for \$1,002.



Tera Bush, Lycoming County Captain for the PBCC, is part of a "Goof Troupe" in her hometown. She told her fellow clowns about the PBCC, and they were inspired to donate \$200.



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

PBCC'S TRAVELING PHOTO EXHIBIT GOING STRONG

The PBCC's traveling photo exhibit, "67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania" toured the central and northeastern parts of the state this fall. September saw a visit to the Carbon Plaza Mall in Lehighton, Carbon County, and November took the exhibit to the Penn State Milton S. Hershey Medical Center.

Locals braved the gale force winds and rain of Hurricane Isabel to form a capacity crowd at the Carbon County opening. On hand to speak were **Gloria Ferri**, the Carbon County participant in the exhibit; **Jeannine Siegmund**, PBCC's Carbon County Captain; **Dr. John Bart**, public health physician; **Robert Clark**, president of Gnadon Huetten Memorial Hospital; and **Senator James Rhoades**.



Robert Clark, President, Gnadon Huetten Memorial Hospital; Jeannine Siegmund, PBCC County Captain; Pat Halpin-Murphy and Senator James J. Rhoades at the Carbon County exhibit opening.



Representatives from the PA Department of Health at the Hershey exhibit opening. Pictured L-R are Joanne Grossi, Leslie Best and Susan George.

Featured speakers at the Hershey opening included **Joanne Grossi**, Deputy Secretary, Health Promotion and Disease Prevention, PA Department of Health; **Thomas P. Loughran, Jr., M.D.**, director, Penn State Cancer Institute; **Maggie E. Davitt-Harris, CRNP**, administrative director, Penn State Cancer Institute and director medical nursing; and **Vicki Gingrich**, PBCC exhibit participant & breast cancer survivor.

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

Coming To Your Community

Through April 15
Donate your state income tax refund to breast cancer research!

April 22 - May 2
"67 Women" photo exhibit
Memorial Medical Center
Johnstown, PA

April 26 - May 14
Mother's Day Mammograms®
At participating medical facilities

June 8-20
"67 Women" photo exhibit
Dodson Community Library
Sunbury, PA

October 5-6
Keystone Breast Cancer Conference
Harrisburg, PA

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

CALL FOR COUNTY CAPTAINS

YOU CAN MAKE A DIFFERENCE! The PBCC relies on active County Captains in each of the state's 67 counties to be our connection to your community. Distribute materials, attend events, hold a local fundraiser or help in the way that uses your own special skills.

Please contact Public Relations Coordinator, **Jen Fetich**, at **800-377-8828 x 101** or jennifer@pabreastcancer.org to find out how to become a County Captain TODAY!



BREAST CANCER AWARENESS JEWELRY MAKES THE PERFECT MOTHER'S DAY GIFT

Order beautiful handcrafted jewelry for Mother's Day, and help the PBCC at the same time! York County jewelry maker, Jennifer Brillhart, is donating 20% of sales made during the first week of each month to the PBCC.

To order, call **717-840-8929** or visit www.pabreastcancer.org/marketplace.html.

CHEERS TO INGLENOOK AND THE PA LIQUOR CONTROL BOARD

GENEROUS CONTRIBUTIONS SUPPORT THE PBCC



As part of its national breast cancer awareness campaign, Inglenook Vineyards made a generous donation to the PBCC. The donation represents a portion of the case sales from Inglenook Vineyards in Pennsylvania during the month of October.

"Inglenook Vineyards is proud and excited to be able to contribute \$10,000 to support the Pennsylvania Breast Cancer Coalition. We thank Jonathan Newman and the Pennsylvania Liquor Control Board (PLCB) for their participation and support in this important annual program," said David Lippey, Regional Manager of the Northeast Division of Canandaigua Wine Company, which owns Inglenook Vineyards. *"We thank the PBCC for yet another year of dedicated work for the women of Pennsylvania and wish you continued success in your efforts."*

A portion of this donation is used for the PBCC's Stepping Stone Award, given to a recipient of the Income Tax Check-Off grant for their continued work in breast cancer research.

EVERY PENNY COUNTS



In a special collaboration with the PA Liquor Control Board, Pennsylvanians gave over \$12,000 to the PBCC through donation boxes at every Wine and Spirits Shoppe in the state during the month of October. The largest single store's contribution was \$250 from Store #0909 in Newtown, Bucks County, managed by Robert Boyer.

We thank Jonathan Newman, Chairman of the PLCB, for making this possible and for being such a strong advocate for breast cancer awareness and early detection. And we thank all the customers who dropped their spare change in the coin collection boxes. Every penny counts toward a cure for breast cancer!



PBCC Development Director, Dolores Magro (center), visits the successful Wine & Spirits Store in Bucks County with customer, Wayne Hall, and Assistant Manager, Sue Muller.



c/o Doneckers Complex
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