

Front Line

On the front line in the battle against breast cancer.



PBCC EXECUTIVE DIRECTOR RETIRES

Charlotte Asherman, Executive Director of the PA Breast Cancer Coalition, is retiring June 30, 2004 after ten years of unwavering service to the PBCC. As Executive Director, she helped build the PBCC into a strong, dynamic and effective organization. She set out to create a powerful force for information and action in this state so that no other woman would face breast cancer alone, and she accomplished that.

When the PA Breast Cancer Coalition was formed in 1993, Charlotte introduced a program called Mother's Day Mammograms®, which offers free mammograms to women who meet age, insurance and income guidelines. This program grew over the years, won numerous awards and helped thousands of women get the mammograms they desperately needed.

Charlotte shared her voice and her vision at countless PBCC events. She led a march on Washington to deliver petitions to the President for more research dollars. She worked with several governors and first ladies to further the PBCC's mission. She created excitement about the PBCC's work wherever she went.

Her drive and dedication have saved lives and touched hearts across this state. Her leadership and infectious enthusiasm will be *greatly* missed. Charlotte has been a generous mentor to all of us, and the lessons she has taught will serve us long and well, both professionally and personally. We wish her all the best in all of her future adventures.



MOTHER'S DAY MAMMOGRAMS® FREE PROGRAM SAVES LIVES

Marsha Kraisinger (pictured at left) credits Mother's Day Mammograms® with saving her life. In May of 2002, she picked up a Mother's Day Mammograms® brochure, called the 800 number, and scheduled a mammogram. She had no insurance at the time and it had been over two years since her last mammogram. Within two weeks, Marsha was diagnosed with breast cancer, had surgery and started treatment.

At this year's kick-off press conference, Marsha said "I stand before you today as a breast cancer survivor because of a vision another cancer survivor had ten years ago . . . a vision that would reach out to the underserved and uninsured women all across the state. I can only say 'Thank you, Charlotte Asherman' for dreaming the dream and making the Mother's Day Mammograms® program not just a vision, but a reality."

The Pennsylvania Breast Cancer Coalition partnered with Commerce Bank to provide free mammograms to qualified women in south central PA. Women who met age, income and insurance guidelines were eligible. The program is sponsored by the PBCC with corporate support from Commerce Bank, in cooperation with the PA Department of Health, Family Health Council of Central PA and mammogram service providers.



L-R at the kick-off press conference: **Leslie Anne Miller**, General Counsel to Governor Ed Rendell and PBCC Honorary Chair; **Charlotte Asherman**, PBCC Executive Director; **Marsha Kraisinger**, breast cancer survivor; **Lisa Laudermilch**, Commerce Bank Regional V.P.; **Calvin Johnson, M.D., M.P.H.**, Pennsylvania's Secretary of Health.



Commerce Bank's "Mr. C" takes time to say hi to PBCC staffer, Kim Eubanks.



Pat Halpin-Murphy

President and Founder, Pennsylvania Breast Cancer Coalition

a message from



FREE MEDICAL BENEFITS ADVOCACY WORKS FOR NEARLY 1,000 WOMEN WITH BREAST AND CERVICAL CANCER

The Pennsylvania Breast Cancer Coalition and our grassroots advocates across the state played a crucial role in extending Medicaid medical benefits to uninsured women diagnosed with breast and cervical cancer. More than 1,000 women have been able to receive comprehensive healthcare benefits, including prescriptions for their treatment, since the program started in January 2002.

Even so, we believe that many women skipped the chance for free mammograms because of the fear they would not be able to pay for treatment if they learned they had cancer. But now qualified women will have immediate, free treatment paid for through Medicaid. The PBCC believes that many more women would use the free treatment program if only they knew about its availability.

BREAST CANCER: Covered or Not

So, the PBCC wants to produce a guidebook that explains state and federal laws governing insurance coverage for Pennsylvanians, including mammograms, breast reconstruction, Medicaid and Medicare.

And now, thanks to Senator Arlen Specter, the PBCC has received a grant to write such a guidebook and expects to have this information ready to send to breast cancer advocates, service organizations, medical facilities, healthcare providers, support groups, and others interested in this information for women and their families. **Thank you Senator Specter.**

If you have suggestions for this guidebook, please contact me at 215-587-6786.

RAISE YOUR GLASS TO THE PBCC



Visit your local Wine & Spirits Shoppe during the entire month of October, and help raise funds for the PBCC's outreach and education projects. Simply drop your change into the donation boxes on the counters and tell your friends every penny counts! We thank the Pennsylvania Liquor Control Board and Chairman, Jonathan Newman, for their cooperation and generous fundraising efforts.

PBCC WELCOMES NEW BOARD MEMBER

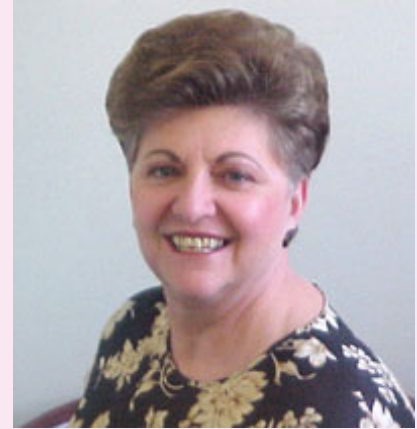
The PBCC welcomes **Patricia Lyda-Stewart** as Southeast Vice President to the Board of Directors. Pat is an Oncology Social Worker at Albert Einstein Cancer Center in Philadelphia, and was recently featured in the Spring 2004 *Frontline* as the Survivor Spotlight. She also is pictured on the PBCC's "Friends Like Me" materials and website, www.pabreastcancer.org/flm.html. Pat facilitates several support groups and enjoys spending time with her fourteen grandchildren. We sincerely thank Pat for giving her precious time and talents to the PBCC.





Survivor Spotlight

Patricia Langiotti
Reading, PA



Patricia Langiotti was diagnosed with invasive ductal carcinoma four years ago. Recently, Pat spoke at the PBCC's traveling photo exhibit "67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania" at Reading Area Community College, and her remarks hit home with a large portion of the crowd. She has an important message and mission to share. Here are excerpts from her remarks.

The year 2000 wasn't such a great year for me. I got one piece of bad news after the other. Yes, it was cancer. No, I didn't have clear margins on the first surgery . . . I would need more surgery. Yes, it's in my lymph nodes. I needed chemotherapy, but couldn't begin treatment because of wound healing problems. And then,

"Women must be allowed to communicate their concerns and to ensure that the doctor who will be reading their mammogram films hears those concerns. Two or three minutes with the radiologist might have spared me all this."

I had to discontinue chemo sooner than planned because of serious side effects.

Everyone stresses prevention and the importance of early detection through annual exams and mammograms. It's clearly an important message. BUT — I wish we could take it one step further and make that message way more effective by lobbying not just for mammograms, but for *improving the entire process associated with mammography*, for making the annual exam and mammogram a much more effective diagnostic opportunity and not just a routine process that screens the

masses and misses so many early stage breast cancers.

Unfortunately, my own breast cancer diagnosis was missed. It was missed in spite of the fact that I have a high-risk family history, that I'm an outspoken, articulate professional, and that I kept a careful and diligent watch over myself, never missing an annual exam.

I went to my doctor with a serious concern about a funny feeling, a thickening in my left breast. Not a lump — an area that just felt *different* and not normal. I shared this information with the technician who performed my mammogram. In fact, we had an extensive discussion about my family history and my breast cancer risk. Unfortunately, there was no place on her form for much of that very important information to be

recorded, so it was not written down or shared with the radiologist who would subsequently review my mammogram films. And, like almost everyone who goes for a mammogram, I never had the opportunity to speak with that doctor or for him to examine me.

Several months later, I was referred to a local cancer center for further evaluation, had a biopsy, and was told my "funny feeling" was indeed breast cancer.

If I had been allowed to speak with the radiologist and had he personally heard my concerns, I'm confident that my outcome would have been very

different because I am certain he would have ordered additional studies right on the spot. If that had happened, I might have had a simple lumpectomy instead of a bilateral mastectomy. My cancer might have been caught and removed before it spread to my lymph nodes. I might have avoided chemotherapy . . . and all of the extreme side effects. I would not have needed two reconstruction surgeries or suffered through almost a year of painful tissue expansion. And I probably would not have had a prophylactic hysterectomy to remove my ovaries. *Two or three minutes with the radiologist might have spared me all this.*

Women must be allowed to communicate their concerns and to ensure that the doctor who will be reading their mammogram films hears those concerns. And the doctors who review mammogram films must be required to talk with and examine patients who voice special concerns. With that small and seemingly simple change, the annual mammogram could become much more than a mass production screening exercise.

An improved process for early detection would result in many breasts — and many lives being saved. It may be too late for me — but it's not too late for others . . . our daughters and granddaughters and our younger women friends.

Pat currently serves as Chairman of the Board for the Berks County Chamber of Commerce, she is President of Creative Management Concepts, and she is a registered professional management consultant. For a copy of Pat's remarks in full, email Heather Hibshman at heather@pabreastcancer.org.

KNOWLEDGE IS POWER

Scientific Training Seminar for Advocate Leaders

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 as leaders to be able 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 by September.

Scientific Training Seminar Application (attach extra sheet if needed)

Please type or print information clearly so that the application can be processed.

Name:			Organization:		
Home Address:			Work Address:		
City:	State:	Zip:	City:	State:	Zip:
County:	Home E-mail:		County:	Work E-mail:	
Home Phone:			Work Phone:		

Why would you like to become a part of the Knowledge is Power Scientific Training?

Are you a breast cancer survivor? yes no

Are you a PBCC (check all that apply):

County Captain Exhibit Participant Pink Ribbon Circle Member Volunteer Keystone Breast Cancer Conference Attendee

Are you involved in other advocacy activities? (Please describe)

What PBCC activities have you been involved with?

How would you use the information and training from this seminar in your advocacy work?

GENERAL INFORMATION:

*The PBCC covers all instruction, course materials and lunch.

Return application to: PA Breast Cancer Coalition,
Attn: Pat Halpin-Murphy, c/o Doneckers Complex,
287 Duke St., Ephrata, PA 17522 — Or fax to 717-738-9535.

DEADLINE TO APPLY IS JULY 31, 2004

Any questions email Heather Hibshman at heather@pabreastcancer.org.





MEET YOUR BOARD MEMBERS

SANDRA CHRISTIANSON
Legal Counsel,
Mediation & Associated
Services Camp Hill, PA

The PBCC's Board of Directors is made up of a unique cross section of society representing medical facilities, non-profits, government and corporate entities. Here, *Frontline* takes a minute to re-introduce you to our leadership. Sandy serves as PBCC legal counsel on a pro bono basis.

What was your very first job?

My first job after graduating from law school was as Borough Manager with a small Lancaster County Borough. I was 23 years old, a woman, and an "alien" from Pittsburgh. It was probably the most interesting, diverse job I've ever had. I learned about sewer treatment plant operations, zoning, budgeting and dealing with the borough council. It was truly a challenge, but one that I will never forget or regret.

What is the most rewarding part of being on the PBCC Board of Directors?

Working with truly dedicated, inspiring people. The purpose and goals of the PBCC are always utmost in the minds of board members and everyone involved. The single-mindedness keeps everyone focused and enhances the success of our mission and programs.

Tell us something that most people do not know about you.

I love my "avocation" of working as a stained glass artist. I develop my own designs, creating panels or hanging objects. I have displayed and sold my works in several galleries. I'm a sight to behold with my soldering gun in hand!

PBCC PRESIDENT APPOINTED TO PA CANCER ADVISORY BOARD

Governor Rendell appointed Pat Halpin-Murphy as a member of the Pennsylvania Cancer Control, Prevention and Research Advisory Board. "I am thrilled to accept this reappointment to the Cancer Advisory Board," said Halpin-Murphy. "There is so much promising research taking place in Pennsylvania. It is exciting to be part of an organization that is instrumental in directing funds that will enable this critical research to continue until we find a cure."

Members of the Cancer Advisory Board make recommendations to the Secretary of Health regarding grants and contracts for cancer control, prevention and research to associations and governmental agencies in PA.



Governor Ed Rendell and Pat Halpin-Murphy meet to discuss breast cancer issues.

In Fond Memory

In February, the PBCC lost a good friend and incredible wife, mother and public servant. **Susan Barbe**, of Cranberry Township, died of complications from breast cancer after a 4-year battle with the disease. Susan represented Butler County in the PBCC's traveling photo exhibit; she was featured in the Fall 2002 issue of *Frontline* as the Survivor Spotlight;



and through her work at a Pittsburgh ad agency, always helped to publicize the Income Tax Check-Off campaign for breast cancer research. She is greatly missed, and our thoughts and prayers remain with her husband and three young sons.

Grassroots Partners across the State



Last spring, Higashi Pearls and Fine Jewelry in Lemoyne introduced a pink “Kelly” bag to benefit the PBCC. In just a little over a year, owner Susan Fotos has donated \$5,000 from the sales of the bag and from her own generosity. We thank Susan for her continued good work.



Every year, the Carbon County Quilters Guild assembles a quilt and raffles it off to benefit a charity. This year, the quilters chose the PBCC. This special pink rose-patterned quilt raised not only awareness, but \$2,000 to continue breast cancer outreach in Pennsylvania. Thank you quilters!



Each year, Lambda Chi Alpha fraternity at Kutztown University hosts the Miss Kutztown Pageant and gives the proceeds to charity. This year, the fraternity chose the PBCC and raised \$640 for breast cancer outreach and education. Thank you to the organizers and participants.



Penn’s Woods Painters is the local chapter of the Society of Decorative Painters for Harrisburg, PA and the surrounding counties. In February, the group held an auction to benefit the PBCC. Here, Carol Payne displays a piece she painted for the event. We are grateful to all of the painters and auction bidders who helped make this event a success, raising over \$1,750 for the PBCC’s efforts.



In March, Berks County’s Exeter High School paid tribute to John Philip Sousa at their spring concert. PBCC Public Relations Coordinator, Jen Fetich, has a sister, Bethany, who attends the school. Bethany suggested that the ticket sale proceeds go to the PBCC. Sales brought in \$2,000. Thank you for thinking of us!



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 OUT AND ABOUT

PBCC Income Tax Check-Off For Breast Cancer Goes Statewide



L-R: *Martha Rhodes*, breast cancer survivor; *Bonnie Harr*, PBCC Westmoreland County Captain; and *Cheryl McMullen*, Westmoreland Walks Co-Chair at the **Greensburg Income Tax Check-Off** event. Other speakers included *Pat Halpin-Murphy*, Representative *Jess Stairs* and *Maria Soohy*, Esquire, of Aestique Medical Center.

PBCC board members, county captains and volunteers all pitched in this tax season to spread the word about the Income Tax Check-Off for Breast Cancer Research. In February, Westmoreland County Captain and COO of Aestique Medical Center, **Bonnie Harr**, hosted an event at Greensburg's scenic Mountain View Inn. Then in April, PBCC Board Member and Regional Director of the Appalachia Cancer Network, **Ann Ward**, hosted an event at Penn State University's Alumni Lounge in prestigious Old Main.



Dr. Thomas Loughran, Jr., Director of Penn State Cancer Institute was a guest speaker at **Penn State University's Income Tax Check-Off** event. Other speakers included *Pat Halpin-Murphy*; *Ann Ward*, PBCC Board of Directors; *Senator Jake Corman*; *Dr. Andrea Mastro*, a former Income Tax Check-Off grant recipient; and *Mimi Coppersmith Fredman*, PBCC Centre County photo exhibit participant.

PBCC'S TRAVELING PHOTO EXHIBIT IS ON THE MOVE

"67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania" traveled across the state and spread the message of the importance of early detection. In February, the exhibit was on display at Berks County's Reading Area Community College; April saw a visit to Johnstown's Memorial Medical Center; and in May, the exhibit visited Philadelphia's Nazareth Hospital.



L-R: *Pat Halpin-Murphy*; *Melanie Ziegler*, PA Department of Health; *Linda Lias*, breast cancer survivor; *Patricia Langiotti*, Berks Co. Chamber of Commerce; *Ileana Torres-Young*, Hispanic Center of Reading; *Richard Kratz*, RACC; and *Michael T. Brown, MD*, Reading Hospital Regional Cancer Center.



Leslie Anne Miller, PBCC Honorary Chair and General Counsel to Governor Ed Rendell, speaks to the crowd at Nazareth Hospital.



L-R: *Steve Tucker*, Memorial Medical Center; *Mark Pasquerilla*, Crown American Realty Trust; *Charlotte Asherman*, PBCC Executive Director; *Michelle Callihan*, breast cancer survivor; *Dr. Gerard Garguilo*, Johnstown Breast Center; and *Elizabeth Tressler*, breast cancer survivor.

REP. JOHN M. PERZEL IS SPECIAL GUEST AT PBCC EXHIBIT OPENING

Speaker of the House John Perzel and his wife Sheryl served as Honorary Committee Chairs of the PBCC's exhibit "67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania" at Nazareth Hospital May 27 - June 7. Speaker Perzel spoke of the inspiration of seeing photos of women who have survived breast cancer and reading their thoughts in the exhibit. Pat DeAngelis, President and CEO of Nazareth Hospital, spoke in two capacities: as CEO of the hospital and as a breast cancer survivor. Pat Halpin-Murphy urged everyone to work for additional funding for research to find a cure for breast cancer now...so our daughters won't have to.

We are so grateful to Pat DeAngelis for hosting this exhibit and for Rep. and Mrs. Perzel for lending their time and talents to this opening reception.



Rep. John M. Perzel, Speaker of the PA House of Representatives, gave remarks at Philadelphia's Nazareth Hospital exhibit opening in May.



L-R: **Sheryl Perzel**, honorary exhibit committee co-chair; **Pat DeAngelis**, President & CEO of Nazareth Hospital; **Rep. John Perzel**, Speaker of the PA House of Representatives and honorary committee co-chair; **Pat Halpin-Murphy**, PBCC President and Founder; and **Leslie Anne Miller**, General Counsel to Governor Ed Rendell and PBCC Honorary Chair.



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SAVE THE DATE

Keystone Breast Cancer Conference

October 5-6, 2004

Harrisburg Hilton & Towers