

TOWARDS ZERO

TOWARDS ZERO DEATHS FROM BREAST CANCER BY 2030
ISSUE 3 SPRING 2014 • 15 YEARS 3 MONTHS TO GO

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REPORT: YOUNG WOMEN AND BREAST CANCER

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*NBCF-funded research explores
new ways of protecting the
fertility of young women with
breast cancer*

Inside the Lab

A day in the life of a breast
cancer researcher

Real Men Wear Pink

Meet "Real Man" Scott Cam

Ride for Research

NBCF supporters get ready
to cycle Cambodia



WELCOME TO TOWARDS ZERO



What do 800 young Australian women per year have in common? They are diagnosed with breast cancer. I'm very proud of the work we have done with young women around the country to produce the report you'll read about in this issue, and to draw

attention to their unique challenges. And if you missed the extraordinary SCAR Project photographic exhibition NBCF brought to Sydney in September, you can catch up on it here. It features women aged 18-35.

Have you ever wondered about a day in the life of a researcher? Dr Heidi Hilton takes us into the lab, where she's

exploring the link between progesterone and breast cancer.

And we profile some great ways to show your support, whether this be buying pink products that you see in stores or in the catalogue attached; cycling through Cambodia; participating in our new Real Men Wear Pink campaign with Scott Cam; or sticking with an old favourite, holding a Pink Ribbon Breakfast. Whatever you choose, we're very grateful.

Thank you.

Carole Renouf

Carole Renouf
Chief Executive Officer
National Breast Cancer Foundation

YOUR DIARY



OCTOBER Breast Cancer Awareness Month: Visit our website to find out how people are marking the occasion in your area.

nbcf.org.au



DAVID JONES

THURSDAY 2 OCTOBER
David Jones Shop Pink Day: All profits from sales across 39 stores nationally are donated to NBCF.



MONDAY 27 OCTOBER
Pink Ribbon Day



How do pink products help fund research?

- Hannah, Byron Bay, NSW

Our pink ribbon is displayed on products when a company is donating a percentage of their product sales, and often also giving in other ways, to support NBCF-funded research. Our pink ribbon symbolises NBCF's brand and reputation, so we are exceptionally careful about sharing it. We seek companies who are deeply engaged with our cause and will offer a steadfast, long-term commitment.

At present these partnerships account for 20-25% of our income, so without them we would have far less to dedicate to research. We hope this reassures you that buying our pink ribbon products really does make a difference. It's just another way people can get involved in helping us to fund vital research.

What is the history behind the pink ribbon and breast cancer awareness month?

- Eoin, Paddington, NSW

The women's movement in the 1960's brought much-needed attention to many women's health issues. Before this time there was a lot of stigma associated with breast cancer, and survival rates were poor. There was a need to raise awareness and promote early detection. In time, people started to share their personal stories and a supportive community was formed. It was during this period that the pink ribbon became the symbol for breast cancer. It was initiated in the US and has since gone global.

October is Breast Cancer Awareness Month. It's a time to celebrate how far we've come, remember those we have lost, and share in the hope for a future free from breast cancer.

SEND YOUR QUESTION TO:
Towards Zero,
GPO Box 4126,
Sydney, NSW 2001

The National Breast Cancer Foundation is the leading community-funded organisation in Australia raising money for research into the prevention and cure of breast cancer. Our aspirational goal is to achieve zero deaths from breast cancer by 2030.

NATIONAL BREAST CANCER FOUNDATION
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GPO Box 4126, Sydney NSW 2001
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Email: info@nbcf.org.au

nbcf.org.au
[facebook.com/NBCFAustralia](https://www.facebook.com/NBCFAustralia)
[@NBCFAus](https://twitter.com/actpinkforresearch)



October is here, which means just one thing – it's Pink Ribbon Breakfast time! This year our theme is Party for a Cure, and we're inviting everyone to get involved.

PARTY FOR A CURE

PINK RIBBON BREAKFAST 2014

GIFT OF HOPE



Perhaps you haven't given your Will much thought – but preparing your Will and keeping it up to date is the best way to ensure your loved ones are taken care of, even after you're gone. It's also an opportunity to benefit future generations by leaving a gift to NBCF, which allows us to continue vital breast cancer research.

NBCF have partnered with Charity Wills Australia to make leaving a gift in your Will easier than ever before. This free service allows you to prepare your Will online or to download a free Will Kit when you include a gift in your Will to NBCF or other member charities.

After taking care of your loved ones in your Will, consider leaving a gift to NBCF so that future generations can live in a world without breast cancer.



FIND OUT more at nbcf.org.au/bequests or phone our Bequest Officer, Sharne Nicholls, on 02 8098 4848 or via email at sharne.nicholls@nbcf.org.au

YOU CAN WIN!



We're giving you the chance to win a Limited Edition – Pink Ribbon S20 Caffitaly Coffee

Capsule Machine. To go into the draw simply email your name, address and phone number to info@nbcf.org.au with the subject line "pink coffee machine" by November 27, 2014. Winners will be contacted via email.

Nothing compares to a barista quality cup of coffee first thing in the morning and now you can enjoy café quality coffee in your own home with the S20 Caffitaly Capsule Machine. No matter what your tastes, you'll find something you love within the range of Caffitaly compatible capsules, and it's so easy to use – enter now!

The 'Pink Coffee Machine' promotion commences at 9:00am on September 19, 2014. All entries must be received by 5:00pm on Nov 27, 2014. All times refer to Australian Eastern Standard Time (AEST). The winning entries will be drawn randomly at the National Breast Cancer Foundation, Level 9, 50 Pitt Street Sydney at 1:00pm on November 28, 2014. Winners will be notified by email within two (2) working days of the draw and their names will be published on the NBCF website. For full terms and conditions, visit www.nbcf.org.au/pink-coffee-machine-competition. Authorised under ACT permit number: TP 14/01159

It's not too late to register to host a Pink Ribbon Breakfast and Party for a Cure, and certainly not too late to support your friends and colleagues who might be holding an event.

This year it's all about letting your hair down, having a good time and partying your own way. From big, gala events to intimate morning teas with friends, there's no limit to how you can Party for a Cure this October.

And while you're having fun, you can rest assured that every dollar that's raised will help fund ground-breaking research into the prevention and cure of breast cancer.

Last year Pink Ribbon Breakfasts raised an incredible \$1.4 million, which funded more than 20,000 hours of vital breast cancer research in Australia.

This year we're hoping to raise even more money and take a step closer to a cure for breast cancer. So please, dust off your pink party hats and Party for a Cure this October.

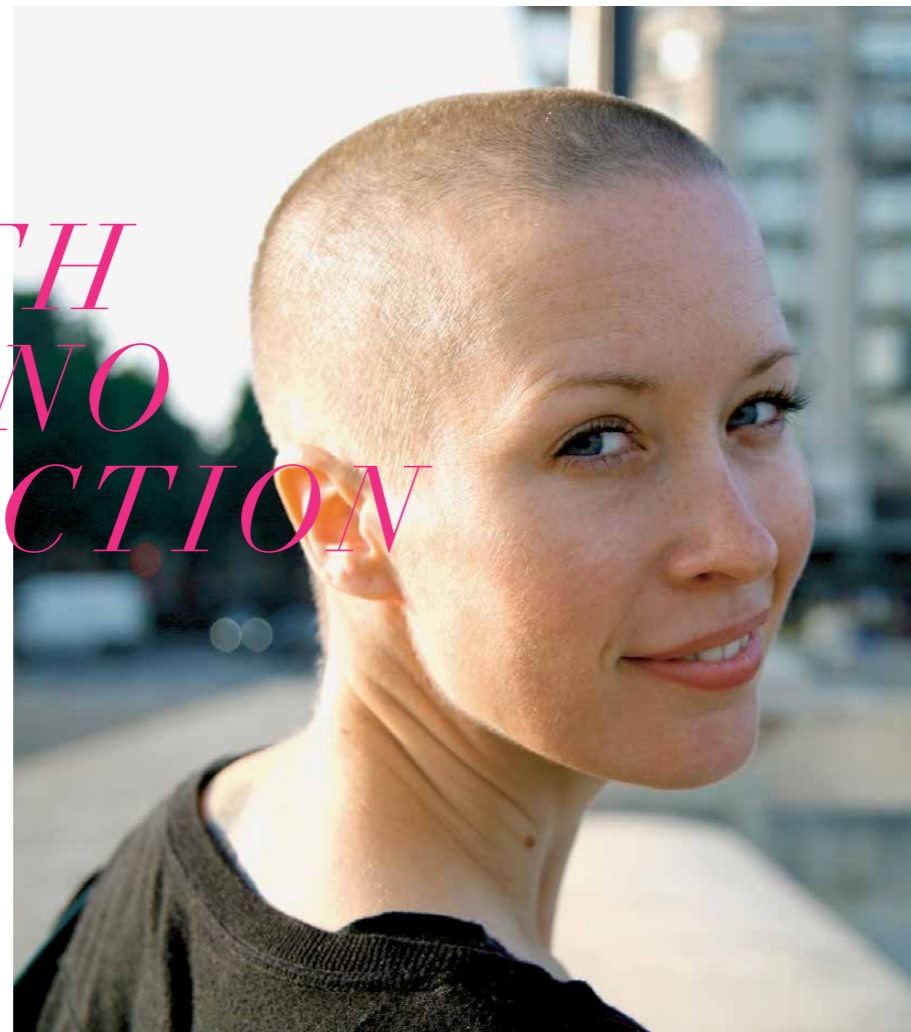
TO HOST YOUR Pink Ribbon Breakfast and Party for a Cure or to donate online check out pinkribbonbreakfast.org.au

YOUTH IS NO PROTECTION

There's a common misconception that breast cancer is an older woman's disease and not something that younger women need to consider. But the sad truth is, breast cancer is the most commonly diagnosed cancer among young women. The recent NBCF report – *Not just an older woman's disease: Breast cancer in your 20s and 30s* – explores the realities of breast cancer for young women. Almost 800 young women under 40 are diagnosed with breast cancer in Australia each year. Young women are typically diagnosed with more aggressive types of breast cancer than older women, and treatment can have devastating long-term side effects, including infertility. More research is needed to improve outcomes for young women affected by breast cancer.

The report highlights that while the incidence of breast cancer in young women is not as high as in older women, young women face an utterly disproportionate burden of impact on every aspect of their lives. For women under 40, a breast cancer diagnosis will seriously impact their relationships, career progression, financial stability, self-confidence, and ability to care for young, dependent children. However, the most heartbreaking reality for many young women with breast cancer is that the very treatment that could save their lives may also prevent them from having children in the future.

Dr Karla Hutt is leading NBCF-funded research at MIMR-PHI Institute in Melbourne, investigating the impact of various types of chemotherapy on samples of ovarian tissue. Chemotherapy is currently the most effective treatment for young women with breast cancer, but the destruction of eggs stored within a woman's ovaries is just one harsh side effect of this treatment. Once eggs are destroyed they



"As a mother, I can't imagine having the chance to have children taken away from me. I really believe in the research that we do."

– DR KARLA HUTT

can't be replaced, preventing a woman from ever bearing children. Currently, the options for preserving fertility in young women with breast cancer are limited to embryo or egg freezing, both of which require a woman to delay chemotherapy and undertake ovarian stimulation through the injections of the hormone, oestrogen. The increased oestrogen levels and the delay to treatment pose serious risks and there is no guarantee of a successful pregnancy in the future.

Dr Hutt is determined to find new ways of preserving the fertility of young women with breast cancer, and with the support of NBCF, the outlook is hopeful. In a recent discovery, Dr Hutt and her team found that blocking the production of a particular ovarian protein called PUMA could prevent infertility caused by radiation therapy. Dr Hutt is currently exploring whether this same technique could also prevent infertility caused by chemotherapy.

Another NBCF-funded breast cancer researcher, Dr Heidi Hilton (see p.6), recalls her personal experience with the disease as a 29 year-old, a few years ago. "Losing my hair with chemo and the surgery were definitely the most difficult experiences physically," says Dr Hilton. "The concern of not being able to have children in the future was also

hard." She was recently engaged at the time and about to move to London to continue her breast cancer research, so her diagnosis had an enormous impact on her life. "To get that kind of news at that time, it felt like my world was falling down around me," she says.

Young women often feel that they are 'bullet proof', or immune to disease. This can lead them to dismiss breast symptoms rather than seeking medical advice. It also adds to the shock of a breast cancer diagnosis. When young women share their breast cancer stories it helps to shatter some of the common misconceptions surrounding the disease. Not only can many lives be saved through raised awareness and early diagnosis, the fear and isolation that young women feel when they're diagnosed with breast cancer can be lessened.

"When we are young we too often take our health for granted," says Zara, who was diagnosed with breast cancer nine days before her 30th birthday. Zara was happy, newly in love and at a great place in her career when she received the diagnosis. She dismissed her symptoms for two months before seeking medical advice. She knew it was possible for young women to get breast cancer, but she looked at the statistics and decided it wouldn't happen to her. "My sense of security about the world as I knew it had been ripped from under me," she recalls. "I couldn't shake the sick, horrible feeling I had inside as I tried to come to terms with my diagnosis."

Both Dr Hilton and Zara urge young women to be proactive and seek medical advice if they notice any



Read more about the key issues for young women with breast cancer or share your personal story here: 800youngwomen.org.au

changes in their bodies. "Don't waste time second guessing your health," says Zara, "because without your health, you have nothing."

Dr Hutt's research could greatly improve the outcomes for young women with breast cancer by reducing the devastating physical and psychological side effects of chemotherapy. "As a mother, I can't imagine having the chance to have children taken away from me," says Dr Hutt. "I really believe in the research that we do." NBCF's funding is crucial for Dr Hutt to continue her vital research and ensure a more positive future for young women with breast cancer.



Zara (left) and friend



Paulina © David Jay/The SCAR Project

The SCAR Project

Last month, NBCF was proud to bring The SCAR Project to Sydney. The series of 27 large-scale portraits, created by fashion photographer, David Jay, are a rare insight into the world of young women with breast cancer. Each portrait is as raw and utterly authentic as the next, and the result is both confronting and beautiful.

Nearly 100 inspirational women from around the world have been photographed for The SCAR Project so far – their ages ranging from 18 to 35. "The SCAR Project is a profound artistic statement that shatters the commonly-held belief that young women don't get breast cancer," says NBCF CEO, Carole Renouf.

Although this is the first time the exhibition has been showcased in Australia, The SCAR Project began in Sydney when David was inspired to photograph his dear friend Paulina, after she was diagnosed with breast cancer at 32. Paulina discovered a lump while breastfeeding her newborn son, and the challenging journey that followed included an urgent mastectomy. "I want the world to accept my new normal," says Paulina, "and I want other women to see what the scar looks like and see it's not as bad as they may imagine."

Now a valued Community Ambassador for NBCF, Paulina hopes The SCAR Project will help banish pre-existing misconceptions about breast cancer. "It's an inspiring and positive message that breaks down paradigms about beauty and breast cancer," says Paulina. "I hope it helps other young women with breast cancer surgery scars become more confident with their new 'normal.'"

WE'D LIKE TO THANK the partners and sponsors that made this event possible: Australian Centre for Photography, David Jones, Estee Lauder, Harper's Bazaar, Pacific Brands, Qantas, & Vitality 4 Life. To learn more about The SCAR Project visit thescarproject.org



A DAY IN THE LIFE OF A RESEARCHER

by Dr Heidi Hilton

My research project

The female hormone, progesterone, plays an important role in the development of a healthy breast.

However, research has shown it is also a major driver of increased breast cancer risk.

My research is looking to understand more about the link between progesterone and breast cancer.

It is important to investigate progesterone because it is a key component in hormone replacement therapy and the oral contraceptive pill.

During normal development, 'young' breast stem cells grow into 'adolescent' progenitor cells, which then mature into all the different types of 'adult' cells found in the healthy breast. Two types of 'adult' breast cells, called luminal and myoepithelial cells, work together to produce milk during breast feeding.

My research is looking at how progesterone affects these different types of breast cells, and stimulates them to grow rapidly. I'm particularly interested in the 'adolescent' progenitor cells because these cells are growing quickly, and are believed to be the cells in which a breast tumour starts.

Determining if and how progesterone promotes rapid growth in these 'adolescent' progenitor cells will give us valuable insight into some of the earliest changes that occur in breast cancer development – and help identify which women might be at increased risk of breast cancer.



A TYPICAL DAY IN THE LAB

8:30 AM My day begins with a morning coffee in front of the computer while I check and respond to emails, as well as doing a literature search to see what papers other researchers have recently published which might be relevant and helpful for my own work.

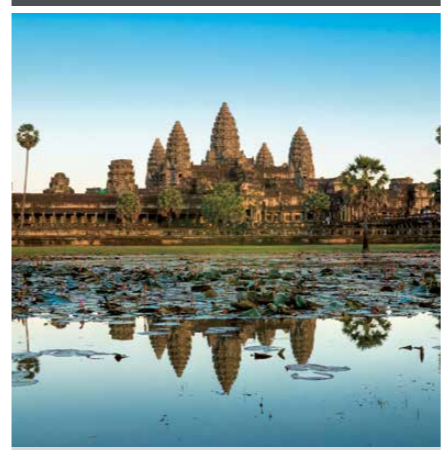
10:30 AM It's time to head into the lab! This normally involves setting up, or continuing an experiment, such as growing normal human breast cells (obtained from breast reduction surgeries) in a matrix so that they form 3D spheres, similar to what happens in the breast. These types of experiments go for around 10 days, and we have to monitor them every couple of days, before we harvest them and then do different things like looking at the levels of different types of proteins in them.

12:30 PM Time for our weekly lab meeting. Our lab group gets together and discusses what we each have been working on the previous week, and what results and data we have obtained. It is a good opportunity for everyone to get each others' input into what the results mean, and what work to do next, as well as getting advice if there have been any technical problems along the way.

2:00 PM The rest of the afternoon is normally spent in front of the computer, analysing results from previous experiments, as well as writing them up, and preparing manuscripts so that the work can be published!

DR HEIDI HILTON receives funding for her research through a Postdoctoral Fellowship, co-funded by National Breast Cancer Foundation and Cure Cancer Australia Foundation.

CAMBODIA CYCLE



Picture yourself cycling through Cambodia's spectacular landscapes, exploring exotic Phnom Penh and gazing at the breathtaking spires of Ankor Wat, all while raising essential funds for breast cancer research.

You could be joining inspiring supporters like Ashleigh on the most fulfilling journey of your life. Ashleigh will be dedicating her ride in 2015 to her mother, who was only 34 when she was diagnosed with breast cancer, passing away at the age of 40. "Every day I miss her, think of something I need to tell her or just need a hug from her. I am doing this ride and raising money for all the children who have to wake up every day without their mum."

With a number of months to go before the *Ride for Research: Cambodia Cycle* kicks off, there's plenty of time to get fit and prepare for the challenge. This is a rare and rewarding opportunity and your contribution could fund the next breakthrough in breast cancer research. Places are limited, so register today!

IF YOU'D LIKE TO JOIN the Ride for Research: Cambodia Cycle 2015 or find out about another NBCF charity challenge, please visit nbcf.org.au



Simple ideas for keeping active this spring



SPRING FITNESS

The weather is warming up and it's the perfect time to get active after those cosy winter months on the couch. Not only has regular exercise been shown to decrease a woman's risk of breast cancer, there has also been evidence to suggest that physical activity can be beneficial to the recovery of women with pre-existing breast cancers. Here are four key areas of physical fitness to think about this spring. Just be sure to check with your doctor before starting a new exercise regime.

CARDIO

Endurance activities like walking, cycling, jogging, tennis (or even vigorous vacuuming!) can boost your cardio fitness. Beginners can start with something as gentle as a 10-minute brisk walk a few times a week, gradually building fitness over time.

Benefits

Regular physical activity is a key factor in reducing the risk of serious illness later in life. Research indicates that moderate exercise, such as a 30-minute brisk walk five times a week, can reduce a woman's risk of breast cancer by about 10 to 30 percent!

FLEXIBILITY

Stretching can be as light or deep as you like. Ensure motions are smooth, not "bouncy", and aim to hold each position for 60 seconds or as long as feels comfortable without pain.

Benefits

Stretching improves your mobility and freedom of movement, and can prevent injuries caused by tight muscles and stiff joints. The more flexible you are, the more your body can handle other physical activities safely.

STRENGTH

There are strength exercises to suit all fitness levels, and they don't require big gyms or complicated equipment. Gentle leg raises or arm raises are a great place to start, or fitness bands are simple to use and offer a range of exercises for beginners.

Benefits

Increasing muscle strength can boost your metabolism and regulate blood sugar levels, both of which are important in maintaining a healthy weight. Strength exercises can also increase bone density, keeping bones stronger for longer.

BALANCE

You can improve your balance with a number of easy at-home exercises. Activities like holding a squatting position for one minute, or practicing standing on one leg for as long as is comfortable. Make sure you alternate legs and have a chair handy to steady yourself if needed.

Benefits

As we get older balance exercises are particularly important because they greatly reduce the risk of injuries caused by falls. Balance exercises can also increase your muscle strength, which is great for your metabolism, blood sugar levels and bone health.

MEET “REAL MAN” SCOTT CAM

Bisley Workwear and Bisley ambassadors Scott Cam, and Kyal and Kara Demmrich have teamed up with NBCF for the Real Men Wear Pink campaign. A portion from every Bisley pink workwear shirt sold goes to NBCF breast cancer research. *Towards Zero* recently chatted with Scott Cam (all-round good bloke and host of TV's *The Block*) about what makes a “real man” and why Aussie blokes need to man-up and wear pink for the women in their lives.

Why should real men wear pink?

Scott Cam: It's a great cause that's bringing awareness to the National Breast Cancer Foundation and it's a way for us tradies and miners and people that wear high-vis (high visibility workwear) to get involved in this. I don't think we've had such a great opportunity in the past.

Who or what inspired you to get behind the National Breast Cancer Foundation's "Real Men Wear Pink" campaign?

SC: There's not one person out there who hasn't been directly affected by cancer, and I certainly have a very strong tie to cancer and breast cancer.

What's your favourite piece of pink work-wear?

SC: The Bisley dark blue and pink hi-vis. I love that one. That's the one I wear.

Do you get any funny comments when you're out there wearing pink?

SC: Nah, us tradesmen, we're tough enough to wear whatever we want.

What do you think makes a real man? And would he be threatened by wearing pink?

SC: A real man's just got to be a solid bloke. All these blokes that are tough fellas are teddy bears on the inside anyway. So wearing a pink shirt shows that you're man enough to care about your mum, and your wife and your sister.

Wearing pink is just one way blokes can fundraise for NBCF – any other top ideas that you think blokes might get into?

SC: A lot of these mining places meet at the toolbox in the morning, so a toolbox chat could be turned into a 'Pink BBQ Breakfast'. Everybody turns up in pink and everyone puts in a fiver, raising awareness for breast cancer and the Foundation.

NBCF's goal is to have zero deaths from breast cancer by 2030. What do you think you'll be up to in 2030 (that's about 15 ½ years from now...)?

SC: I'll be about 67 years old, so hopefully I'll be retired and pottering around in my workshop! My daughter's 15, and in 15 years time she'll be 30 years old, so [zero deaths] will be a great achievement for her.



ARE YOU MAN ENOUGH? For more information or to register, visit www.realmenwearpink.org.au or check out the range of pink hi-vis workwear in the catalogue, attached.



REAL MEN WEAR PINK PHOTO SHOOT - 30 MAY 2014

Bisley
WORKWEAR