



Hags on Nags Riders Raise \$17,000 for WBCC

On October 4, 2009 approximately 170 riders and their horses took part in the first annual Pink Ribbon Ride for the Cure. Riders collected pledges for the Wisconsin Breast Cancer Coalition and enjoyed the day at Kettle Moraine Ranch in Eagle, WI. The site provided access to fifty-four miles of equestrian trails in the beautiful Southern Unit of the Kettle Moraine State Forest. Al and Cindy Gagliano, owners of Kettle Moraine Ranch, are both cancer survivors and know the importance of raising money for a good cause.

The Pink Ribbon Ride for the Cure was sponsored by the Hags on Nags Saddle Club in memory of Suzanne Daniels Shadel, a HON member who lost her battle with breast cancer five years ago. Organizers of the event, Donna Meyer and DeDe Nelson, both have close family members that have battled breast cancer, and some of the HON members are breast cancer survivors themselves. The Pink Ribbon Ride for the Cure was especially meaningful for HON member Ellen Pautsch, Beloit, who was riding a horse that had belonged to her good friend who had passed away from breast cancer 4 years ago.

Besides the wonderful trail riding, the day offered other activities. Susan Peterson, Kindred Spirits Equine Massage, did horse massages, with donations to the WBCC. The Kettle Moraine Rough Riders Drill Team pleased the crowd with two performances. Joe Roberts and the Country Classics performed classic country hits in the warmth of the big barn. A silent auction featured 105 items for both the horse owner and the non-horse person. Food and drinks were available all day.

The Pink Ribbon Ride for the Cure raised a total of over \$17,000 for the WBCC. The largest donation was raised by a young lady named Breanna Vaughn, Nashotah, who raised \$1200. Karin Stork of Whitewater collected donations totaling \$1023. The WBCC and the Hags on Nags Saddle Club (www.hagsonnags.net) offer a huge THANK YOU to all those that participated in the event.



Breanna Vaughn (left) and Karin Stork pictured here collected donations with a combined total of \$2,223

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Moving? Please send your address changes to:

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P.O. Box 170031
Milwaukee, WI 53217

or email: wbcc@standupandspeakout.org

President's Letter

If we could all take a few minutes to think about our mothers, our daughters, sisters, spouses and friends. Let's remember this year far too many women will be diagnosed with breast cancer in the US. It is the most common disease among Wisconsin women regardless race.

The Wisconsin Breast Cancer Coalition has worked tirelessly for 15 years to bring attention to the breast cancer epidemic in our state and nationally, to have an impact on policy changes that address and help solve this health crisis. I am proud to have worked with this organization for the last 7 years.

I am equally proud to move into the position as president of the WBCC Board of Directors. I am a breast cancer survivor, breast health educator and breast cancer advocate who knows first hand how devastating a diagnosis of breast cancer can be. I am humbled to be given the opportunity to help lead this organization forward in 2010

The eradication of breast cancer will require many approaches, through Education, Research and Grassroots Advocacy. WBCC has been involved in every aspect of these approaches. WBCC supports and collaborates with many breast cancer organizations who provide education, support, mentoring, and assistance with funds. These are all much needed, great organizations. We do understand that awareness is key relative to this devastating disease.

While breast cancer mortality rates have indeed declined, there remain many issues that women confront during their journey from diagnosis, through treatment, and into survivorship that cannot be solved by simply wearing a pink ribbon.

Our mission is to bring Wisconsin voice together to STAND UP AND SPEAK OUT about breast cancer, through Education, Collaboration and Legislation.

In keeping with this mission, my goal is to educate relative to the facts about breast cancer, to continue needed collaboration with other organizations and to use my voice to help others understand the importance of public policy as it relates to breast cancer.

Bonnie Anderson

Congratulations to Bonnie! She has been selected as one of 15 women being honored with the Postal Service's "Women Putting Their Stamp on Metro Milwaukee Award". We know how busy Bonnie is with her volunteer activities and we are proud to have her leading our Board of Directors this year!



Are the Recent Findings Regarding Screening Women Under 50 New?

By Kathleen Harris

The answer is no. John Crewdson* writes in his recent article "Rethinking the Mammogram Guidelines:" "Many are dismissing the new breast cancer recommendations as a hasty reversal of years of authoritative medical advice. But evidence weighing against screenings for women in their 40s has in fact been mounting for years."

Sweden is the birthplace of mammography. In 2002, at Umea University, Sweden, Lennarth Nystrom carried out critical research analyzing and updating the half-dozen Swedish mammography studies that tell us nearly all of what we know about the value of that procedure.

The Swedish mammography trials which have monitored nearly 265,000 women for nearly 30 years, are accepted by physicians and researchers worldwide as the most authoritative.

The surprising conclusion announced in 2002 was that there was no evidence of benefit of screening mammography for women under 55.

Article continued on page 3

WBCC Survivorship Conference: October 2009

By Donna Johnson

The Wisconsin Breast Cancer Coalition held its third Survivorship Conference this past October at the Italian Community Center in Milwaukee. Over 200 persons attended, making this the largest participation in the three years that it has been held. Breakout sessions on breast cancer topics were held in both English and Spanish during the day long conference. After a luncheon featuring spoken word artist, Dasha Kelly, and testimonials from breast cancer survivors, participants were treated to Zumba lessons and mini spa treatments.

The conference is made possible by generous grant sponsorship from the Women's Club of Wisconsin and the Cedarburg Junior Women's Club. The following vendors and organizations were on hand providing information and personal services: The Sister's Network, ABCD and the Froedert Breast Cancer Outreach Program were organizations represented. Vendors included Alice Frazier Hammond (mini manicures), Sherral Dulaney (Avon), Dana Sememske (L'Bri Pure n Natural), Shonda Kelly (Mary Kay),

Vicki Mickschi, (YWCA), and Bessie Kincaid (massage). Door prizes were donated by the staff of Aseracare Hospice-Milwaukee.

Special thanks to all members of the planning committee that put on a successful and informative conference. They were Paulette Christian, Jonita Sims, Bonnie Anderson, Gail Morgan, Carolyn Hughes-Hooker and Juanita Gonzalez who, during the luncheon, was presented with formal commendations from Mayor Tom Barrett and Congresswoman Gwen Moore for her tireless outreach work in the Hispanic community.



Juanita Gonzales



NBCC Advocacy Training Conference 2009

By Mary Sacia, Sherry Kohlenberg Scholarship Recipient 2009

Hundreds of people, just like you and I, came from across the country and gathered with anticipation and purpose in Washington DC on Saturday, May 2 for the National Breast Cancer Coalition Fund's annual advocacy training conference.

We listened. We learned. We laughed and we cried together. We made a difference. And yes, we danced!

We listen and we learned. The conference agenda was packed and the first thing I learned was that there is so much to learn! The clear and resounding lesson throughout the conference is each one of us possesses the unique power to create change through advocacy. We were privileged to listen and learn from some of the greatest minds in the country working tirelessly to rid the world of the one thing that brought us all together – breast cancer. The conference featured scientists, researchers, authors, physicians, legislators and survivors. Dynamic and inspirational, we listened to the latest developments and efforts to stop

breast cancer forever. We listened and were sometimes overwhelmed by the seemingly endless roadblocks and challenges ahead.

We laughed and we cried together as new friendships were formed and inspirational stories shared as each of us continue to walk our journey. It occurred to me that with this much energy, commitment, and the collective intelligence of all these people dedicating their life's work to this cause, breast cancer doesn't stand a chance!

Workshops provided opportunities for us to explore in depth topics of interest from the science of breast cancer to the nuts and bolts of congress. All sessions prepared us to continue our work as advocates once we returned home and for the culmination of the conference – the visit to our legislators on Capitol Hill on Tuesday.

But first, we danced! For a few short hours we put aside our responsibilities, our fears, and the challenges ahead and we simply enjoyed the company of friends old and

new. And as the song played "We are family, I got all my sisters with me", we knew the truth of those lyrics.

Armed with new information and energized with a new sense of purpose, we went to Capitol Hill to visit our senators and representatives. It is an incredible experience to walk the halls of the Senate and House of Representatives and present our key issues to our elected officials. We asked for, and in most instances received, their support. There was a sense of tremendous responsibility, as we recognized the importance of our work that day.

Did we make a difference? Absolutely. But, of course, there's more to do. My own challenge is to bring the message of WBCC to the western side of Wisconsin. Our vision for the future is clear. As Margaret Mead so aptly said, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

Screening

Article continued from page 2

Please read about the findings of the recent study designed to look at the effectiveness of breast cancer screening for women 40-49 in a related article in this newsletter, featuring Fran Visco, President of NBCC.

*John Crewdson spent 37 years as an editor and correspondent for the Chicago Tribune and The New York Times, where he won a Pulitzer Prize for National reporting.

New Wisconsin Collaborative Task Force on Breast Cancer Convenes

By Dawn Anderson, Executive Director

I was recently very pleased to join representatives from over 20 Wisconsin organizations, whose missions are in some way related to breast cancer, as we gathered in Madison to begin a discussion about how the group could create a collaborative action plan that will identify steps to move us towards a goal of reducing breast cancer mortality in our state.

The meeting was convened by Amy Conlon (Director, Wisconsin Comprehensive Cancer Control Program), Gale Johnson (Director, Wisconsin Well Woman Program), and Beth Brunner (Director of Healthcare Partnerships, American Cancer Society). Among other organizations, representatives from ABCD (After Breast Cancer Diagnosis), Breast Cancer Recovery, The Center for Women's Health Research, National Cancer Institute, Planned Parenthood of WI, Susan Komen Foundation, The Wisconsin Alliance for Women's Health, Wisconsin Women's Health Foundation, Sister's Network and the University of Wisconsin- Milwaukee School of Nursing were at the table.

Barriers and opportunities were discussed as they related to access, awareness of screening guidelines, and patient satisfaction with cancer care. We all shared our unique experiences with patients and clients, and perspectives on problems, giving us a more "complete" picture of the challenges and opportunities that exist in the breast cancer community.

The larger group broke into small groups for some preliminary action planning around the topics noted above. The group decided that we would like to continue this process of coming up with a unified message and action plan. We will be meeting at least quarterly in 2010. The next meeting is being scheduled for February.

National Breast Cancer Coalition Fund Annual Advocacy Training Conference: May 22-25, 2010 - Washington DC

"It takes more than awareness to end breast cancer – Take Action!"

The NBCCF's Annual Advocacy Training Conference is an experience you will never forget and will want to attend every year! Learn what's really happening in breast cancer today, and where we need to go.

Workshops are available for every level of understanding in the science of breast cancer, training in the most effective advocacy strategies and influencing policy makers. On the final day of the conference, advocates from around the country are bussed to Capitol Hill for meetings with their legislators.

Scholarships are available based on need to cover the cost of lodging and conference registration fees. You can apply online at www.stopbreastcancer.org. If you apply for and are granted a scholarship, your hotel reservation is made for you.

If you are not applying for a scholarship, you can reserve your room at the Renaissance Washington DC by calling 1-800-266-9432 and mentioning you are attending the National Breast Cancer Coalition Conference. The special conference rate is \$249.

Early Bird Registration for the conference is open until January 22, 2010 at \$125 for members and \$160 for non-members. (You may become a member at www.stopbreastcancer.org). From January 22 – May 5, the fee is \$160 for members and \$200 for non-members.

Last year, over 50 Wisconsin women and men attended the conference with the Wisconsin Breast Cancer Coalition. Prior to going to the conference WBCC holds a Pre-conference Training event to prepare you for the experience and give a chance to "buddy up" with a veteran! You can also see pictures from last year's conference on Wisconsin Breast Cancer Coalition's Facebook page.



2009 WBCC Delegates



Mammography Guideline Controversy: What Does It Mean?

By Kathleen Harris, NBCC Field Coordinator

Controversy over mammography guidelines...again? Haven't we been here before? Yes we have.

In November of 2009, the U.S. Preventive Services Task Force (USPSTF) announced its recommendations regarding breast cancer screening, and almost immediately, a firestorm erupted... newspaper headlines, talks show debates and conversations in our own homes. I have been following this issue long enough to say we have been in this place before.

The questions we must consider are: Does mammography save lives? How effective has mammography been in reducing the mortality rate?

I'd like to begin with a few words from Fran Visco, President of the National Breast Cancer Coalition, who addresses the complexities of the issue in a very thoughtful and intelligent manner. The following are excerpts from a paper written by Fran, dated December 16, 2009.

"When we started the National Breast Cancer Coalition in 1991, a driving force behind our advocacy was that tens of thousands of women die each year of breast cancer and we do not know how to prevent the disease or cure it. The discussion around breast cancer was reduced to a simple message – early detection saves lives. We knew mammography was not the answer to ending breast cancer. We recognized the need for a voice for change, a voice for the complex truth rather than sound bites.

Some of the opposition to the guidelines came from women who understandably believe a mammogram saved their lives, and that the new guidelines would keep women from being screened. The belief that mammograms save lives is based on many assumptions we have been told are true but that, in fact, we do not know, such as finding tumors "early" saves lives. Many large, prospective randomized clinical trials are needed to make certain that an individual result isn't simply due to "statistical chance." The benefits and associated harms of screening need to be proven by such clinical trials and cannot be proven through individual stories.

Detection, screening, breast cancer are all very complicated issues. We need to look carefully at the evidence of what is best, what works and what does not work, what are the harms and what are the benefits. We need to know what will really save women's lives. And the answers will change over time.

Why is evidence important? Healthy women were told by doctors and constant advertising that hormone replacement therapy (HRT) for women with menopausal symptoms not only relieved hot flashes but also was beneficial in protecting against heart disease and dementia and it kept you looking young. The National Breast Cancer Coalition challenged these claims and questioned the benefit; it was concerned about the harms and asked for the evidence but there was none. We know the ending to this all too common story. We finally got the evidence from randomized clinical trials that showed that the benefits from HRT were grossly

overstated and it actually increased a woman's chances of getting breast cancer. Evidence does matter.

So, why does NBCC support the Task Force guidelines? We believe in evidence-based health care and evidence-based public health messages. We support research because we want progress.

Mammography became a public health intervention – that means millions of healthy women were told to be screened – in the 1980s. At that time we knew little about the biology of breast cancer. We did not know many of the breast cancer subtypes that research now tells us exist. We did not know whether in the long run mammography would save more lives than it harmed. We knew mammography was imperfect and that harms resulted, but we did not understand the extent of the harms versus the benefits. We did not have evidence that some cancers regress on their own. Those questions needed research, and research takes much time. We now know more about these issues and we need to adjust the public health message so it is based on that scientific evidence. We do not support research for science's sake; we support it to find out what is best for women, to change clinical practice, to save women's lives.

So, what did research tell the Task Force? Because the evidence for mammography has never been strong and there has been a continued controversy, the Task Force asked breast cancer experts to conduct modeling studies to determine the harms versus benefits of mammography beginning at different ages. The studies were important because they were based on updated information from various clinical trials that had been done on screening mammography. They also looked at a new trial, the only one designed specifically to look at screening under the age of 50. (This new trial was of 160,000 women under 50, of whom 80,000 received mammography and the other 80,000 did not. After 10 years there was no statistically significant difference in the mortality between these two groups.) Based on these models and the new trial, the Task Force determined that the harms from mammography may outweigh the benefits before age 50, and a public health message to automatically screen in this age group was not warranted. They recommended that women in this age group should make their own decision when to begin screening depending on their risk factors and values. For women between the ages of 50 and 74, the research told the Task Force that mammography every other year retained most of the benefit and cut the harms in half.

I truly understand the inclination to hold on to messages we have heard for years, believing that by doing so we have control over what happens to us. I understand the safety in that. And I respect that. But the National Breast Cancer Coalition believes in evidence-based medicine even when it challenges what we have been led to believe."

We must continue to ask these tough questions and continue the conversation.

More About the U.S. Preventive Services Task Force

By Kathleen Harris, NBCC Field Coordinator

What is the Task Force and what are the qualifications of its members? The Task Force was established in 1984 as an independent body to apply objectivity to the analysis of clinical preventive care. The Task Force is made up of 16 experts in public health and preventive care. They review scientific evidence for a broad range of clinical preventive services. Breast cancer screening is one of them.

Since its inception, the Task Force has been recognized as the authoritative source for determining the effectiveness of clinical preventive services, and its methods have been adapted by guidelines groups worldwide. On December 2, 2009, eleven of the nation's leading health and prevention organizations sent a letter to Congress to defend the recent Task Force recommendations regarding breast cancer screening. The letter included the

following statement: "While this small group of distinguished health care professionals and researchers is largely unknown to the general public, its work is well known to clinicians in preventive and primary care practice."

The Task Force's new guidelines are similar to those of the World Health Organization.

What are the misunderstandings surrounding the Task Force guidelines? Many people

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Legislation to partially ban BPA is on the move in Wisconsin

By Dawn Anderson, Executive Director

A bill that would prohibit the manufacture and sale of children's "sippy" cups and baby bottles containing BPA (bisphenol A) has moved through committee hearings in both the Assembly and Senate. Wisconsin Breast Cancer Coalition has endorsed the **BPA Free Kids Act** and submitted testimony at both committee hearings encouraging its passage. We will also be encouraging support for the bill at our State Advocacy Day visits on March 3.

Bisphenol A is a synthetic hormone that mimics the effects of estrogen in our bodies (a xenoestrogen). It is used in many applications, including in certain plastics and as protective coating in cans containing food. Evidence has shown that it leaches from these products. A recent study conducted by the Centers for Disease Control showed that over 92% of the 2500 Americans tested had BPA in their urine. The concentrations were "significantly" higher in children and adolescents compared with adults. It has also been measured in the milk of lactating women.

We know that one risk factor for the development of breast cancer is lifetime exposure to estrogen - including in-utero exposures. We also know that there are "developmental windows" where the risk of cellular damage from outside agents is greater. Therefore, a chemical that mimics estrogen, and to which we are routinely and repeatedly exposed to throughout our lifetimes, is of special concern.

The Endocrine Society, in a recently released Scientific Statement (*Diamanti-Kandarakis E et al. 2009 Endocrine-Disrupting Chemicals: An Endocrine Society Scientific Statement. Endocrine Reviews*

30(4):293-342), notes the hypothesis that the significant increase in breast cancer in the industrialized world in the last 50 years may be due to exposure to hormonally active chemicals, particularly xenoestrogens. Similar increases have been seen in the incidence of testicular cancer in the same time period. It has been argued that the increase in production and widespread use of chemicals in our daily lives following WWII is linked to these increases in incidence.

WBCC believes that the science available to us does indicate a relationship between exposure to endocrine disrupting chemicals such as BPA and an increased breast cancer risk. While we wait for the Food and Drug Administration (FDA) to make some final determination about BPA's safety and proposed federal legislation for a similar ban, this is an important first step that Wisconsin policy makers can take to protect the youngest and most vulnerable of their constituents.

For more information on BPA you can go to the National Institute of Environmental Health Sciences (www.niehs.nih.gov), the Silent Spring Institute (www.silentspring.org) or read the Milwaukee Journal Sentinel series on BPA called "Chemical Fallout" by reporter Meg Kissinger (www.jsonline.com). If you'd like to join us in advocating for passage of the Wisconsin ban please contact us at wbcc@standupandspcakout.org or call 414-963-2103.

A case for breast cancer prevention

By Sarah Dunagan, Silent Spring Institute - October, 2009

Every October, we're awash in a sea of pink ribbons. Information about breast cancer risk factors swirls through the media, but when it comes to environmental factors, it's often radio silence or claims that there's "no evidence." If there's no evidence, then we don't need to take action, right? Maybe it's time to reconsider how we think about public health evidence.

"How do we know the gunshot killed the victim?" asked Julia Brody, Executive Director of Silent Spring Institute, during her testimony to the President's Cancer Panel. "The gun was raised and fired, the bullet entered a vital organ, and the victim fell to the ground." But how do we know environmental factors contribute to breast cancer? In this case, it's much harder to establish a clear cause and effect relationship.

Each year, the President's Cancer Panel—a watchdog group of advisors charged with monitoring the National Cancer Program—holds a series of meetings to gather input from experts and the public on a particular theme. While in past meetings the panel has focused on topics such as lifestyle and treatment, this year they are focusing, for the first time ever, on environmental factors. The panel will present a report with its recommendations to President Obama later this year.

At the panel's meeting on Air Pollution and Water Contamination, Brody advocated a new strategy for environmental health sleuthing. Taking the traditional "innocent until proven guilty" approach—which requires waiting for definitive proof that a given chemical causes breast cancer before taking action—hasn't been working. This is because it can take many years after an exposure for breast cancer to develop, women are exposed to a toxic soup of chemicals, and it's

difficult to untangle the many interwoven genetic and environmental factors that can contribute to the disease.

With medical research, we can dispel some of this ambiguity by using clinical trials to test, for example, the safety of a given drug. But we can't apply this model to study the effects of pollutants on women's health because it would be unethical to test a toxic chemical on a group of women and wait to see if they get sick. So what, then, are we to do?

We don't have to throw up our hands in the face of this challenge. Instead, we can work to build the case for a "better safe than sorry" approach that would rely on animal and cell studies that illustrate how chemicals can contribute to breast cancer, and studies showing humans are exposed to those same chemicals. Taken together, this evidence would create the foundation for preventive action to reduce our exposures to harmful chemicals.

"We see substantial evidence of links between environmental pollutants and breast cancer, enormous knowledge gaps that we can fill immediately, and opportunities for precautionary action," said Brody. "If we take steps to protect ourselves and our children from chemicals that cause cancer, we will also see benefits for numerous other health endpoints, including diabetes, obesity, neurological disease, and infertility."

To read the full text of Brody's testimony, visit the Silent Spring Institute homepage: http://silentspring.org/our-publications/invited_talks/everyday-exposures-and-breast-cancer.

Reprinted with permission from the Silent Spring Institute

10th Annual Rare Chair Affair

By Katie Corcoran

The 10th annual Rare Chair Affair took place at the Harley-Davidson Museum® on October 10, 2009. We are pleased to announce that we grossed over \$60,000 - which is the highest in the past 5 years! Moreover, the highlight of the evening, the survivor chairs, grossed a record high of over \$12,000. Attendance was up by almost 30 percent, and everyone had a fantastic evening – in all aspects it was a huge success.

The theme, Pink Disco, was an inspiration by our event planner David Caruso of Dynamic Events. The ambiance was energetic and laced with disco balls, pink shag tablecloths, Go-Go dancers (thanks to Fred Astaire Dance Studio) and disco music and videos. This was the first year we had a DJ and dance floor – people of all ages danced the night away.

The bar is set high for next year's event, but our co-chairs Erin Calfa Weide and Katie Weide-Corcoran are excited to take on the challenge. "The Rare Chair Affair was re-invented in 2009 and the response has been overwhelming – we know everyone

will be looking forward to how innovative we can be next year," commented Calfa-Weide.

We'd like to thank our Honorary Chairperson, Lisamarie Arnold, all of our Survivor Artists, volunteers and sponsors. We'd also like to congratulate Irene Potocki, the raffle winner of our pink Buddy Scooter.

The Rare Chair Affair Committee is already starting to plan for next year. Stay tuned – we plan to have 2010's October date and location announced VERY SOON! In the meantime, visit www.rarechairaffair.org to see more images from the 2009 party.



4th Annual State Advocacy Day – Wednesday March 3 8:30am-5:00pm

Advocates will take to the halls of the State Capitol on March 3, to share our policy priorities with legislators. Following an "open house" style breakfast with legislators and aides, advocates will learn more about WBCC's priorities and break up into small groups for legislator meetings throughout the remainder of the day. Groups are led by experienced advocates, so even if you've never participated in an advocacy event, you will feel comfortable being a part of the meetings. By the end of the day, we guarantee you'll feel comfortable "Standing Up and Speaking Out!"

Breakfast and lunch are provided. Please consider taking the next step in your concern about breast cancer and join us in letting policy makers know just how much they can help accomplish in the fight against breast cancer. Register now by email or phone.

Task Force

Article continued from page 5

misunderstood what the Task Force actually recommended. Here is what the Guidelines did not say:

*The Task Force did NOT say women should not get mammograms.

*The Task force did NOT say women should not know their bodies.

It is important for women to know there are several different types of breast exams. They are:

*The clinical exam performed in a clinical

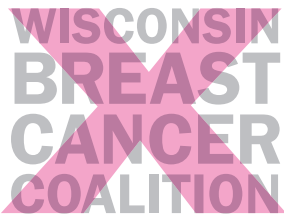
setting by a health care professional. Studies show this method is the least effective breast exam in screening for breast cancer.

*For BSE breast exams, women were told to mark their calendars to set a date once a month to examine their breasts in the shower, using a very specific, methodical search. There are well designed studies completed that show this method of self breast exam is not effective in reducing mortality. BSE exams are not recommended by the Guidelines

*Know Your Body exams have been shown to be the most effective self exam. Women perform this method any time of day, in the morning when they get dressed, in the shower, or at random times, using any method they are comfortable with to know their body. In so doing, women are capable of detecting changes in their breasts. Studies show this method is effective in detecting cancers. Most women find their own cancers this way.



Many thanks to **Neroli Salon and Spa** for their team's contributions of time and donations throughout October! Including the annual Breast Cancer Event at the Bayshore location, they raised over \$5000 to support the WBCC. The Devon Seafood Grill provided delicious hors d'oeuvres for the evening, which featured free "mini spa treatments" for breast cancer survivors and their guests.



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WBCC MISSION

The Wisconsin Breast Cancer Coalition brings Wisconsin voices together to Stand Up and Speak Out about breast cancer with:

- Education** – spotlighting critical breast cancer issues
- Collaboration** – empowering through strategic alliances
- Legislation** – influencing policy making.

TO CONTACT WBCC

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 888.295.2622
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Upcoming Events...

Call 414-963-2103 or email wbcc@standupandspeakout.org to register.

Friday, February 19, 8am-9am - Board Development Breakfast: If you are interested in learning more about leadership positions with the WBCC, please join us for a brief overview of opportunities. We are looking for champions for specific goals as well as potential committee chairs and board directors. Crowne Plaza Milwaukee-Wauwatosa, 10499 Innovation Dr., Wauwatosa.

Wednesday, March 3, 8:30am-5pm - State Advocacy Day: Join us at the State Capitol in Madison for our 4th annual Advocacy Day. Participation is needed from all over Wisconsin! You will receive materials and training prior to group meetings with legislators in the afternoon. This is your opportunity to have your voice heard! See pg 7 for more details.

Saturday May 22-Tuesday May 25 - National Breast Cancer Coalition Foundation's Annual Advocacy Training Conference and Lobby Day – Washington DC: See pg 4 for more details.

Saturday October 2 - 11th Annual Rare Chair Affair: Save the date! We're zero-ing in on another fantastic venue!

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