



Empowering Women Now is Essential for Ending Breast Cancer by 2020

Kris Miller, WBCC Board Member

In 2010, the International Agency for Research on Cancer stated that up to one third of breast cancer cases in Western countries could be avoided if women ate less and exercised more. It is clear that serious efforts at achieving Breast Cancer Deadline 2020® must consider the influence of lifestyle on the development of breast cancer. Becoming informed about healthy lifestyle choices and **acting on that information** is something we all can do **now** to decrease the risk of a breast cancer diagnosis or the risk of a recurrence.

A recent symposium hosted by the University of Wisconsin Carbone Cancer Center featured Victoria Maizes MD, Executive Director of the Arizona Center for Integrative Medicine. Her presentation echoed the guidance offered by Dr. Colette Salm-Schmid and Dr. Barbara Ley at a breast health conference held in Door County in September.

According to these experts, lifestyle factors that impact the risk of breast cancer include exercise, diet, BMI, alcohol consumption, stress and exposure to environmental toxins.

The highlights of their recommendations are:

- ✘ Moderate, regular exercise can decrease the risk of breast cancer or its recurrence.
- ✘ Green tea (5 cups/day) and Vitamin D intake may help reduce the risk of breast cancer.
- ✘ Eat an anti-inflammatory diet (rich in fruits, vegetables, whole grains, fatty cold-water fish) to increase anti-oxidants and Omega 3 fatty acids and keep insulin levels low. The fiber in fruits and vegetables helps stabilize sugar levels and assists in the elimination of excess estrogen. Refined foods and foods with fructose lead to increased blood glucose levels, which increases insulin levels and leads to increased levels of growth factor. Growth factor promotes tumor growth.
- ✘ Limit alcohol intake. Two drinks in a 24 hour period increases the risk of breast cancer 20%. Alcohol has toxic effects on breast tissue and increases estrogen levels in the body. In a state that is #1 in binge drinking, this issue deserves serious attention. Consider the possible consequences of binge drinking during adolescence on a young women's risk of breast cancer.
- ✘ There are "good fats" (Omega 3 fatty acids and mono-unsaturated fats in olive and canola oils, avocados and nuts) that possess properties protective against breast cancer.
- ✘ Avoid chemicals in foods and personal care products that mimic the action of estrogen. See www.ewg.org/foodnews for a report about pesticides in produce and www.ewg.org/skindeep for lists of safe personal care products.
- ✘ Maintain a healthy weight. An increase in fat stores adversely affects the function of insulin. Central obesity (apple shape vs. pear shape) can lead to low grade inflammation, which can damage DNA.
- ✘ Work on stress reduction because stress can increase the risk of breast cancer. The stress response can increase both cortisol levels, affecting the immune system and insulin levels, and estrogen levels.

Many women are diagnosed with breast cancer in spite of living a healthy life and "doing everything right". Breast Cancer Deadline 2020® requires our full attention because much work needs to be done to eradicate all breast cancers. Please consider the importance of your own lifestyle choices when you make a commitment to achieving our goal of ending breast cancer by January 1, 2020.

in this issue

WBCC Annual Meeting
page 2

Breast Cancer
Deadline 2020®
page 3-4

A Model of Cancer
Research Innovation
page 5

State Policy Update
page 5

Under the Big Top!
Rare Chair Affair
page 6

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P.O. Box 170031
Milwaukee, WI 53217

or email: wbcc@standupandspeakout.org

President's Letter

Hello, all. As I begin writing this letter, I am realizing that it has been just over a year since the National Breast Cancer Coalition (NBCC) announced its BREAST CANCER DEADLINE 2020® campaign! I have been receiving the Today's Truth About Breast Cancer e-mails from NBCC each day during the month of October. It has been interesting to read each of these and expand my own knowledge about the realities of breast cancer diagnosis, incidence, research and treatment. Reading these "truths" certainly drives home the importance and urgency of ending breast cancer by January 1, 2020.

The Wisconsin Breast Cancer Coalition has answered the Deadline 2020 "call to action" and has initiated a strategic effort to effectively refocus the evaluation of current research, of healthcare priorities, of funding mechanisms and of advocacy efforts in Wisconsin. Kathleen Harris, Wisconsin Field Coordinator, is chairing the committee that will be guiding us to "change the conversation about breast cancer." Please read the information on Deadline 2020 in this newsletter, and learn how you can become involved.

On the State legislative front, WBCC is involved with a number of bills. It's been a difficult year of work to preserve access to screening and treatment for Wisconsin women. Please see the summary of bills we are supporting and opposing in this newsletter and stay attuned to our ACTION ALERTS that will be issued to provide you with how to take action on these important pieces of legislation. If you are interested in joining our State Policy Committee, please let Dawn Anderson or me know of your interest.

You should have now received the Ballot for our upcoming Board of Directors election to be conducted at our Annual Meeting on November 30, 2011. We are pleased to introduce the following talented individuals as candidates for our Board of Directors: Marsha Connet from Racine, Chris Krizek from Racine, and Mary Sacia from the LaCrosse area. Please take the time to "vote" and return your ballots.

Finally, I wanted to encourage you all to Save the Date for the **NBCC Advocate Summit**. You may have received an e-mail recently outlining the following information:

When: May 5-8, 2012

Where: Hyatt Regency Crystal City, Arlington, Virginia

Why: It's time to... Make Your Voice Heard, Get on the Clock and End Breast Cancer

Early Bird Registration and Scholarship Application Deadline is February 10, 2012. You can apply online at BreastCancerDeadline2020.org/2012Summit. You may also want to consider applying for the Sherry Kohlenberg Scholarship (application deadline is 1/9/12) through the WBCC, by contacting the WBCC office at (414) 963-2103.

Rhonda Deneka



WBCC Annual Meeting to be held Wednesday, November 30

The Annual Meeting of the WBCC will be held on Wednesday November 30 at 6pm, at the Crowne Plaza Milwaukee (10499 Innovation Dr., Wauwatosa). The Membership Meeting will be called to order at 6pm for the purpose of electing new directors and presentation of the annual report. The Board of Directors meeting will follow immediately to elect officers for the 2011-12 term. Members of the WBCC are welcome to join us at these meetings. Please call 414-963-2103 for more information. Space is limited.

What Leaders Are Saying About Breast Cancer Deadline 2020®

In September 2010, the National Breast Cancer Coalition launched Breast Cancer Deadline 2020 and developed a strategic plan to meet the goal of ending breast cancer by January 1, 2020.

The Wisconsin Breast Cancer Coalition joined Breast Cancer Deadline 2020 campaign and launched several initiatives here in WI. Starting with the last edition of our newsletter, we have a column “What Leaders Are Saying About Breast Cancer Deadline 2020”. Our column will feature leaders in varied fields: medical, public policy, media and others. In this edition, WBCC is featuring Members of Congress who support Breast Cancer Deadline 2020 - a campaign to end breast cancer. Please read what they have to say.

Statement of Congresswoman Gwen Moore

I have pledged my strong support for the goals of the National Breast Cancer Coalition’s (NBCC) newly launched initiative, Breast Cancer Deadline 2020, and I encourage all of my colleagues – on both sides of the aisle – to join me. This initiative represents a historic commitment to dedicating the resources, expertise, and strategic planning we need to end breast cancer, once and for all. Breast cancer has affected too many of my constituents, family members, and friends to count, and caused far too much heartache. We can no longer tolerate stagnant rates of incidence and mortality. We must generate the will, and the investment we need, to eliminate breast cancer within the next decade.

The National Breast Cancer Coalition assures us that this goal is within reach, but it will require strategy and wisdom to attain. That is why NBCC has developed a multi-faceted strategy that has the potential to deliver the results we have been waiting for. The Breast Cancer Deadline 2020 plan includes a strong focus on science and research, with an emphasis on metastasis and primary prevention. The plan also includes a role for government; key players will convene to identify the most effective role for

government to play in supporting research and health care. NBCC will release annual progress reports on the state of its work, and set forth guidance for the coming year. Alongside these strategic efforts, NBCC will engage in a large-scale effort to change the conversation surrounding breast cancer and engage the public to build momentum for the campaign.

NBCC’s Breast Cancer Deadline 2020 campaign holds the promise of a new and improved approach to ending breast cancer. This is not an easy task, but with this kind of renewed energy and commitment, I have faith that we can get the job done. I know that the National Breast Cancer Coalition will wage a smart, well-organized fight in the next few years. I look forward to doing whatever I can to lend my voice and support for this campaign.



Statement of Congressman Paul Ryan

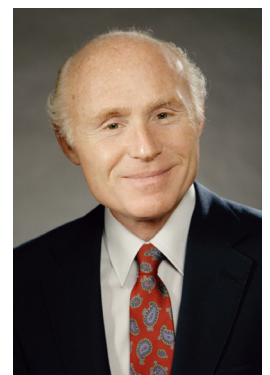
“Countless Americans and their families, mine included, have been impacted by cancer and are acutely aware of not only the effects of this terrible disease, but also why finding a cure is so important. Efforts to combat breast cancer are taking place every day across the country- from kitchen tables to laboratories, from hospitals to the Halls of Congress. While there’s no doubt that we are making advancements every day in the fight to prevent, treat, and eradicate breast cancer; we know more must be done.

Ending the tragedy of breast cancer once and for all is an ambitious undertaking, one that will require the time and talents of our nation’s scientists, advocates, doctors, and others. To accomplish this goal, everyone will have a role to play and it will take organizations, like the National Breast Cancer Coalition, doing their part to “change the conversation” and to keep the momentum moving toward finding a cure sooner, rather than later.

Working with the National Breast Cancer Coalition and witnessing firsthand their passion to see a nation without cancer, I am confident they will meet the goals of their Breast Cancer Deadline 2020 initiative. I’m grateful for all the work that the National Breast Cancer Coalition has done and will continue to do in our nation’s ongoing efforts to end cancer.”

Statement from U.S. Senator Herb Kohl

I applaud the National Breast Cancer Coalition (NBCC) on its efforts to put a deadline on ending breast cancer. The Breast Cancer Deadline 2020 will help create a needed sense of urgency. While this is an ambitious goal, I believe it can and must be achieved. Breast cancer is the second leading cause of cancer-related death among women in the United States, but recent developments in screening and treatment are credited in reducing breast cancer mortality. We still have a long way to go, and we must continue to aggressively support efforts to end breast cancer, while improving breast cancer treatment, raising awareness, funding education programs and investing in biomedical research.



Statement of Congresswoman Tammy Baldwin

“When President Kennedy said, in the spring of 1961, that our nation should commit itself to landing a man on the moon and returning him safely to earth before the decade was out, he created a sense of urgency. The deadline he set helped harness the energy, the resources, and the national resolve to successfully accomplish that goal.

The need to end breast cancer is urgent. It is urgent if we are to end the scourge of this disease before it takes your life, or that of your spouse, your child, your co-worker, your neighbor, your friend.

Deadlines create a sense of urgency and that is why Breast Cancer Deadline 2020 is so valuable. A deadline gives us a vision of a goal line and pushes us harder to get there. I applaud WBCC’s commitment to reach the goal of beating breast cancer before the decade is out.”



Statement of Congressman Tom Petri

I want to commend the National Breast Cancer Coalition (NBCC) for its work to “change the conversation” about breast cancer through its Breast Cancer Deadline 2020. I have signed the Congressional Declaration of Support for this initiative.

It is estimated that 261,100 women and 1,970 men were diagnosed with breast cancer in 2010. In that same year, 39,840 women and 390 men died of the disease, which translates to one death every 14 minutes. While breast cancer mortality has been dropping, the pace has been much too slow: In 1991, 119 women in the U.S. died of breast cancer every day, while in 2010 that number was 110.

The stakes are too high to continue the current trend. Thousands have already lost their lives to this terrible disease, and sadly thousands more may lose their lives in the next decade if more progress is not made quickly. January 1, 2020, is an ambitious but necessary target if we are to finally end the tragedy of breast cancer, so I thank NBCC again for their leadership in this effort.



Thank you to Wisconsin Organizational Endorsers of the Breast Cancer Deadline 2020!

Young Survival Coalition - Milwaukee Affiliate
Women and Men African American Breast Cancer Support Group
Wisconsin Alliance for Women’s Health
ARACOPA Coalition for Social Justice

If your organization would like to officially endorse the Deadline 2020 campaign, please contact us at 414-963-2103 for more information

What Breast Cancer Deadline 2020 Means to Me

We want to hear from our readers. What does changing the conversation to ending breast cancer mean to you? Please send us your thoughts, in 150 words or less. We will print your comments along with a photo, if you care to include one.

Your stories are compelling.

Your stories inspire us to continue the work we do, every day, every week, every month and every year, until we end this disease!

Please Donate!

As you plan your end of year giving, please consider a donation to the WBCC. Your generosity helps us continue our work. Scan this code to go directly to our secure donation site. Thank you!



Physics & Cancer: A Model of Cancer Research Innovation

by Laura Stratte

Physics and cancer have had a long-standing relationship. Physicists, specially trained in the medical field, are integral members of radiation oncology teams. But the discipline of physics now extends beyond cancer treatment. As part of a special initiative by the National Cancer Institute (NCI), physicists have become an important part of the research model that is searching for a cure. At the 2011 National Breast Cancer Advocacy Training Conference in Washington, DC, attendees were able to learn more about the partnership between the physical and biological sciences during a plenary session featuring Paul Davies, PhD of the Arizona State University Physical Science – Oncology Center.

At 12 institutions across the United States, the NCI has established physical science – oncology centers (PSOC). The goal of these PSOCs, as stated by the NCI, is to “explore all physical laws and principles that shape and govern the emergence and behavior of cancer at all scales, in an effort to open up new areas and support the development of clinical advances.” By bringing in physicists to work cooperatively with biologists, these centers are hoping that novel perspectives and approaches to cancer research will aid in discovering new and effective treatment options.

So what does a physical science approach to cancer research really mean? As Paul Davies explained in his presentation, physicists are looking at the physical attributes of cancer cells.

For example, cancer cells have the ability to move through tissue to get into the vascular system, leave the blood vessels, and move through more tissue to eventually take up house in a new location (i.e., metastasize). We know that greater amounts of adipose (fat) tissue in a body will give cells even greater motility and increased ability to squeeze between other cells to move. But why? What features of a cancer cell make it able to move? What if researchers were able to turn off those features or mechanisms? What if a new therapy could be developed that would stop cancer cells where they originated? As Davies said, breast cancer can't kill if it's confined to the breast. The problem is when the breast cancer cells move. If we could stop that, we could stop the devastation that breast cancer can cause.

This is just one example of the research that is currently underway at the nation's 12 PSOCs. As the National Breast Cancer Coalition is working to change the conversation about breast cancer, these PSOCs are already starting that change. By looking at cancer in new ways with new team members, PSOCs are challenging the status quo in cancer research. These centers are taking us one step closer to meeting the 2020 Breast Cancer Deadline.

For more information on the NCI's physical science oncology centers, visit physics.cancer.gov.

State Policy Update

The Wisconsin Legislature has adjourned until January, however the committees will continue to do their work to prepare legislation for the next floor period. WBCC's State Policy Committee is tracking a number of bills, and we will need your support to either see them enacted, or to see them defeated. Please take a moment to visit [our website](#) and join our email alert system. You will receive infrequent but very important requests to take action on both state and federal legislation by simply contacting your legislators. Details of these bills can be found on [our website](#) or at www.legis.wisconsin.gov by entering the bill number.

We are supporting:

AB151/SB101 – *The Oral Chemotherapy Access Act*
AB312/SB206 – *The Wisconsin Patients' Bill of Rights*

We are opposed to:

AB242 – *Restricts the number of charitable donation boxes on our state income tax forms and eliminates the WI Breast Cancer Research Fund, which has raised over \$1.6 million since 1994*
AB210 – *Gives the Commissioner of Insurance emergency rule making authority without legislative oversight*
AB 386 – *Would limit use of Wisconsin Well Women Program (WWWP) funds. The WWWP is a CDC funded program that provides breast and cervical screening for uninsured and underinsured women.*

Remember: Your voice matters to your legislators. Please use it! Sign up for the alerts, or if you would like to make an even bigger impact, contact us about joining our State Policy Committee or becoming a District Leader.
414-963-2103 / wbcc@standupandspeakout.org

SAVE THE DATE: WBCC's Annual Advocacy Day at the Capitol
Wednesday March 7th. Call to register!

WISCONSIN BREAST CANCER COALITION

standupandspeakout.org / po box 170031 milwaukee wi 53217-0031

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

414.963.2103
888.295.2622
wbcc@standupandspeakout.org

“Under the Big Top...” – Rare Chair Affair 2011

Thank you to everyone who joined us at the circus for the 12th Annual Rare Chair Affair on October 14! We were excited to offer more than just chairs this year and the bidders responded by offering the top bids for a large mirror, a bar and a bookcase. Take a look at more photos on [our website](#) and [Facebook fan page](#) to see all the fun!

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