



Annual Extended Exposures Conference:

Breast Cancer and the Environment Research Program – November 15-16, San Francisco CA

By Dawn Anderson, WBCC Executive Director



The Breast Cancer and the Environment Research Program (BCERP) is conducting studies at eight centers around the country investigating the effects of environmental exposures on breast cancer risk. Each research site is teamed with Community Partners, who help to “translate” the research into lay language and share that information with the public. Key findings will then be shared as public health messages meant to positively influence behaviors that would reduce risk. The WBCC, along with representatives from Susan G Komen– South Central WI, The Wisconsin Cancer Council, and UW-Milwaukee School of Nursing, is a Community Partner for BCERP research being conducted at University of Wisconsin Madison by Michael Gould, PhD and Amy Trentham-Dietz, PhD . I was pleased to be able to attend this important and informative conference.

This year’s Annual Conference focused on four distinct Windows of Susceptibility (WOS) – periods in a woman’s lifespan that represent particular vulnerability to environmental impacts, or stressors. Dr. Linda Birnbaum (see below) aptly refers to this as “throwing a monkey wrench in the works” at times when cellular activity is very high. Researchers presented results from studies on the In Utero, Puberty, Pregnancy and Menopause windows. The following article presents some of the highlights from the conference.

The opening Keynote Address was given by Dr. Linda Birnbaum, Director of The National Institute of Environmental Health Sciences (NIEHS). NIEHS has recently adopted a new strategic plan which, as she pointed out, emphasizes some of the key goals of the BCERP program – research into susceptibility, training and outreach/education. Some of the key points from her address:

- We’re beginning to see a reverse in the breast cancer incidence decline witnessed after the wholesale drop off of hormone replacement therapy (HRT) use in the early 2000’s. (As a result of increased breast cancer risk shown in the estrogen + progestin arm of the Women’s Health Initiative Study, that arm of the study was stopped in 2002 and women nationwide stopped taking the combination HRT.)
- Established risk factors for breast cancer account for between 25-50% of US cases, meaning that environmental factors could explain up to 75% of them.
- The DOHAD Paradigm (Developmental Origins of Health and Disease) holds that environmental insults during early development may increase disease risk later in life. This is the basis for “Windows of Susceptibility” studies.
- The biggest policy changes will produce the biggest cost savings. Individual interventions produce the least cost savings.

The In Utero WOS

The general take home message in these sessions was that chemical exposures in utero (in animal studies) resulted in marked differences in the timing of mammary gland development, in the density of mammary tissue, and in the development of tumors. Two studies separately showed delayed breast development as a result of in utero exposure to Dioxin, PFOA’s (a chemical used in Teflon, Scotchguard, Gortex, etc), and BPA. While the exact implications are not clear yet, it is clear that exposures to certain chemicals

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Moving? Please send your address changes to:

Wisconsin Breast Cancer Coalition

P.O. Box 170031

Milwaukee, WI 53217

or email: [wbcc@](mailto:wbcc@standupandspeakout.org)

standupandspeakout.org

President's Letter

Happy New Year!

I would like to introduce myself. I am Colleen Booth, the newly elected President for the Wisconsin Breast Cancer Coalition. I have been a volunteer and Board Member for the WBCC for several years. I became involved with the WBCC when I had found out a friend of mine passed from breast cancer at the age of only 34, leaving a husband and two young children behind. Upon hearing this I knew that I had to do something instead of just standing on the sidelines and watching this disease take anyone else. So I set out to find an organization where I felt I could make a difference. That is when I found the WBCC.

I began my work with the WBCC as a volunteer for both educational and fundraising efforts. I've lobbied in Washington with the WBCC and NBCC for the past three years as I learned more about the importance of policy to the breast cancer community. This organization is my passion – we work to achieve our goals through education, collaboration, and legislation.

Going forward in the New Year, we need to keep focused on what we are here for, to end breast cancer. The WBCC is committed to the Breast Cancer Deadline 2020® campaign to end breast cancer by January 1, 2020. As an NBCC board member, we have committed our support for the Deadline and its strategies. In 2013 we will be advancing Deadline 2020 programs as well as focusing on key priorities within our own state. There will be a lot of change happening in healthcare and the legislation to follow so we are committed to supporting what is right for the state of Wisconsin and our core constituency – breast cancer patients and survivors.

I am very excited about the upcoming year. We have a lot of work ahead of us, but I know each and every one of us is committed to ending this disease and is willing to do what it takes to ensure future generations won't still be fighting this battle.

I want to take the opportunity to introduce our new Board of Directors for this upcoming year. Our board members are Marsha Connett – Vice President, Andy Gutierrez – Treasurer, Mary Sacia, Rhonda Deneka, Jo Demars, and Kris Miller. I am very excited to continue working this great group of talented people who all have the same goal, to end breast cancer by 2020 and ensure all women have access to quality screening and treatment in the meantime!

I also want to extend a Thank You to Dawn Anderson, Executive Director. She is the backbone of this organization. Her hard work and dedication have helped to make this organization what it is today. Thank you Dawn!

If you have any questions or would like to hear about any volunteer opportunities please feel free to contact us.

Happy Holidays!

Colleen Booth



**SAVE THE DATE FOR STATE ADVOCACY DAY!
WEDNESDAY, MARCH 6, 2013 – 8AM-4PM
STATE CAPITOL BUILDING**

If you would like to be contacted about participation, please send us an email with the subject line "State Advocacy Day". We will send you details as soon as they are finalized.

President Clinton to Serve as Honorary Chair of Breast Cancer Deadline 2020® Global Campaign

By Kathleen Harris, NBCC Field Coordinator-WI

On November 13, 2012, Fran Visco, President of the National Breast Cancer Coalition (NBCC), announced President Bill Clinton will serve as Honorary Chair of NBCC's Breast Cancer Deadline 2020 global campaign to end breast cancer by January 1, 2020. Breast Cancer Deadline 2020 campaign is about changing the conversation on breast cancer to one that focuses on ENDING breast cancer. The campaign focuses on two areas that are not getting attention but are critical areas in helping to end the disease: primary prevention (preventing women from getting the disease) and understanding and preventing metastasis, the spread of disease. Metastatic breast cancer accounts for 90 percent of breast cancer deaths.

We are honored the former president will serve NBCC's Breast Cancer Deadline 2020 global campaign in this capacity. He will convene and coordinate stakeholders from around the world to focus on a global plan of action to help us achieve our goal of ending breast cancer by January 1, 2020.

NBCC's long standing relationship with both the President and Hillary Clinton began in the fall of 1992 and continues to this day. Even before his mother, Virginia Clinton Kelly was diagnosed with breast cancer which ultimately claimed her life, President Clinton was aware of the importance of bringing innovative thinkers from diverse backgrounds together in an effort to solve problems that were often deemed impossible to solve.

Urged by NBCC as a result of the 2.6 million signature campaign in 1993, the Clinton Administration created the National Action Plan on Breast Cancer (an innovative collaboration of science, private industry, advocates and government), a strategic national plan to address the disease. Fran Visco was asked to co-chair the Plan's implementation. President Clinton worked with NBCC in other areas as well, including passage of legislation such as the CDC (Centers for Disease Control) Breast and Cervical Cancer Treatment Act which provided treatment for uninsured and underinsured women diagnosed with breast cancer and his work with NBCC on the Department of Defense Breast Cancer Research Program.

Stepping Outside of the Political Arena for Humanitarian Good

To appreciate the impact of President Clinton's commitment to NBCC's global campaign, one needs to understand his commitment to addressing critical health concerns world-wide through the Clinton Global Initiative and his ongoing support for ending breast cancer as described in this article.

The mission of the Clinton Global Initiative (CGI) founded by President Clinton in 2005, is to turn ideas into action. According to its website, CGI convenes an annual meeting of global leaders to create and implement innovative solutions to the world's most pressing challenges. The annual meetings have brought together more than 150 heads of state, 20 Nobel Prize laureates and hundreds of leading CEOs, heads of foundations and NGOs, major philanthropists, and members of the media. Across all programs the goal is to have rapid and large-scale impact while at the same time ensuring solutions are sustainable.

President Clinton will bring his expertise and strong leadership skills to Breast Cancer Deadline 2020 global campaign committee which will convene biennially to oversee progress of the global campaign, develop strategies, provide counsel, engage new leadership and involve others around the world in the Breast Cancer Deadline 2020 Campaign.

Arguably one of the world's most recognized humanitarians of the 20th century, Bill Clinton has teamed up with others, such as Bill Gates, to address some of the most challenging health issues the world faces today. The success of NBCC's Breast Cancer Deadline 2020 global campaign is contingent on partnerships, collaborations and participation from committed leaders, advocates and members of the general public—from all across the country and around the world who share the common vision of ending breast cancer.

Clearly, we are most proud and grateful for President Clinton's continued efforts in helping to end a disease which in 2008 claimed the lives of nearly half a million women and men world-wide.



What Breast Cancer Deadline 2020 Means to Me

Kim Uttech

I signed the Presidential Petition to make ending breast cancer by January 1, 2020, a national priority. Why did I sign?

In December, 2010, I was diagnosed at the the age of 41 with stage 3C breast cancer. 2011 was a blur, with surgeries, chemotherapy treatments, and radiation therapy. That year, I walked in breast cancer fundraisers, I work pink, and I dutifully bought my pink ribbon products meant to increase breast cancer “awareness”. We are all aware of breast cancer, now let’s do something about it. We need to find the cause, stop metastasis from taking women’s lives, and prevent this disease entirely.

I have two beautiful, young children and a wonderful husband. I have the best friends and family. I have a rewarding career. I have so much to live for. This is why I signed, and hope you will too.

SIGN THE PETITION on our website!
www.standupandspeakout.org



Rare Chair Affair 2012

As three large clocks ticked down, guests at the 13th Annual Rare Chair Affair resoundingly bid high and bid often to help us “bid farewell to breast cancer.” The theme of this year’s event reminded us all that the clock is indeed ticking down towards January 1, 2020 – the National Breast Cancer Coalition’s goal date for knowing how to save lives by preventing metastasis and knowing how to prevent the disease in the first place.

The WBCC is proud to be a part of this national strategic effort to reframe the conversations about breast cancer so that the public, media, research community, and policy makers all understand that mammograms, while the best tool we have for finding breast cancer, are not the answer to ending breast cancer. Prevention must be a priority if we are to stop the women we love from dying at a rate of nearly 40,000 annually.

Bidders took that message to heart and helped raise over \$60,000 to support WBCC’s efforts. We are grateful beyond words for the generosity and support of the volunteers, Survivor Artists, guests, donors and sponsors that made this year so successful.



Rare Chair Affair 2012 Committee

Katie Corcoran, Chairperson
Debbie Beischel
Laurie Busch
Lori Buley
Erin Calfa Weide
Carol Carr

Jo DeMars
Meredith Grob Polewski
Maureen Haslam
Patty LePak
Lauren Roberts
Lori Ruelle

Nancy Schelble
Ellen Schlossman
Pat Skowronski
Jackie Quinlevan
Jayme Wittke

Donors and Sponsors

Genentech
Grant and Maureen Chamberlain
Herbert Kohl Charities
Erin Calfa Weide – Calfa Photography
Christopher Gerard – DJ
Allegra Design · Print · Mail & Shaun Tanner
Kively Investments
Artist Advisors :
Aimee Mayer and Phil Cloninger

Schlossman Auto Group
M and R Investments –
Selma and Rick Mechanic
United Milwaukee Scrap –
Selma and Rick Mechanic, Rick and
Marilyn Mechanic, Arlene and Art
Arnstien, Tricia and Steve Lewinsky
Rick and Marilyn Mechanic
Dr. James and Susie Tweddell

Nel Murphy
Maureen Oster
Kathy Friend
Ruelle Family
Maggie Johnston

SAVE THE DATE FOR RCA 2013!
FRIDAY, SEPT. 27
HYATT REGENCY MILWAUKEE

BCERP Annual Conference

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do disrupt the normal development of the breast and, therefore, can affect the timing and progress of Puberty.

The Puberty WOS

The onset of puberty is a critical piece in the breast cancer risk puzzle. Contrary to general understanding of the term, for scientific purposes there are several markers of puberty that researchers look at. Breast development (the first palpable tissue), menarche (first period), and growth spurt in height are distinct markers. During this period of development, with increased cell proliferation and activity, the breast is more vulnerable to DNA damage and other insults that destabilize the “integrity” of the cells. Early menarche is considered a risk factor because it represents an extended period of time in a woman’s life that she is exposed to circulating estrogen (likewise, late menopause is a risk factor).

Dr. Elisa Bandera (Cancer Institute of New Jersey) presented findings from an analysis of 163 girls, aged 9 and 10, in which urinalysis measured mycoestrogens and compared those findings with body size and development. Mycoestrogens have received little attention in research but Dr. Bandera characterized it as the most important contaminant in the food chain. It is a secondary metabolite of a fungus which is not visible, thrives in heat/high humidity and is heat stable – it is not destroyed by canning or other processes. It is found in grains, plant products and animal products. Zearanol, a synthetic of the natural mycoestrogen zearalenone, is widely used as a growth promoter in animal husbandry in the US. It has been banned in the European Union and other countries. Mycoestrogens were found in the urine of approximately 79% of the girls, and these levels were predominately associated with beef and popcorn intake. These girls also tended to be shorter and less likely to have reached the onset of breast development. Since this may have been the first evaluation of urinary mycoestrogens and their potential effects on girls, Dr. Bandera notes that their findings need replication in larger studies.

Another area that has not been studied is whether the effect of early life exposures on breast cancer are greater in individuals with a family history of breast cancer than in those with average risk. Dr. Esther John (Cancer Prevention Institute of California) introduced the LEGACY Girls Study. The study was initiated in 2011 at five centers in the US and Canada with a goal of recruiting 950 girls ages 6-13, and their mother or guardian, for a five year study. The girls are being followed with repeated biospecimen collection at six month intervals to study childhood exposures in relation to pubertal development. It will then look at these early exposures in relation to intermediate markers of breast cancer risk and whether those markers operate differently in girls with family history.

The Pregnancy WOS

While in the long run, full term pregnancy and childbearing appear to confer a protective effect for women developing breast cancer at menopause, there is an emerging area of research around Pregnancy Associated Breast Cancer (PABC). This is a unique part of young women’s breast cancer that Dr. Virginia Borges (University of Colorado Cancer Center) proposes includes two biologically distinct conditions: those diagnosed during pregnancy and those diagnosed post partum. Post partum breast cancers occur in significantly larger numbers and have higher mortality. The window for this period of heightened risk lasts from 6-8 years post pregnancy. PABC is attributed to greater than 40% of young women diagnosed. The method by which this is explained is related to involution – a normal physiologic event related to weaning or the post partum breast returning to its pre-pregnancy state. This period of involution is a highly pro-inflammatory state in which the threat of tumor growth and proliferation and metastasis is enhanced. An increase in COX-2 (an enzyme responsible for inflammation) was observed in animal model studies. Dr. Borges suggests that with further research that could be translated into safe human studies, it is possible that treatment with non steroidal anti-inflammatory drugs could be introduced during the post partum period to reduce risk in high-risk post partum women.

The Menopause WOS

Our own Dr. Amy Trentham-Dietz (UW Madison) presented findings from a small but interesting study into the effects of BPA on breast density – another known risk factor. BPA is a ubiquitous compound found in plastics, the linings of food product cans, and even the ink on register receipts. It is also a known endocrine disruptor. Dr. Trentham-Dietz looked at 264 postmenopausal women for an association between circulating serum levels of three phenols, including BPA, with mammographic breast density. The data suggest that the women with the highest levels of BPA also had the highest levels of breast density. Obese women were less likely to have elevated density. In thin women, density was elevated with BPA. This preliminary evidence should inform further study on the effects of xenoestrogens like BPA on the risk of breast cancer.

The Madison research team and Community Partners are proud to be hosting the 2013 Annual Conference in Madison November 7 and 8, 2013. Please save the date now. The Wisconsin Community Partners are developing an email list for those interested in learning more as the studies progress, being notified of registration for the conference, and to be made aware of opportunities to attend other presentations. To sign up, please send an email to WBCC with the subject line “BCERP”.

For more information on BCERP: www.bcerp.org

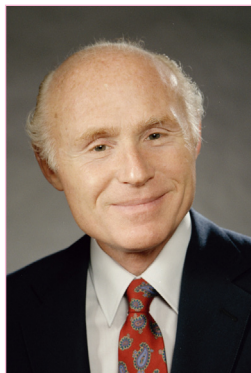
SENATOR KOHL

“NOBODY’S SENATOR BUT YOURS”

By Kathleen Harris, NBCC Field Coordinator-WI

For more than two decades, Senator Kohl served the people of Wisconsin well. After serving in the U.S. Senate since 1989, the Senator will soon be retired, returning to Wisconsin where he was born and raised.

Before building his political career in Washington, Senator Kohl helped build his family-owned business, Kohl's grocery and department stores and in 1985 he purchased the Milwaukee Bucks to ensure the basketball team would remain in Milwaukee.



Through his twenty four years of service, Senator Kohl has demonstrated his dedication for the well being of all Wisconsinites, young and old and from all walks of life. Although he sat on numerous committees and has had many accomplishments, he is perhaps best known for his work as chairman of the Special Committee on Aging, advocating for lower health care costs and access to affordable drugs for seniors.

As breast cancer advocates, we know Senator Kohl best for his steadfast support for the Department of Defense Breast Cancer Research Program and health care reform, top priorities of both NBCC and WBCC. He was a co-sponsor of the Breast and Cervical Cancer Treatment Act, the Breast Cancer Environmental Research Act and endorsed NBCC's Breast Cancer Deadline 2020 Campaign to end breast cancer by January 1, 2020.

Our relationship with Senator Kohl and his staff spans nearly 19 years. Over the years we have come to know both the senator and his staff well. Senator Kohl's staff was exceptional -always well prepared and willing to meet with us, even on short notice, and always willing to listen. As advocates, we could always count on his staff to speak to the Senator on our behalf.

Our last WI delegation meeting with the Senator was particularly memorable. About forty breast cancer advocates sat or stood around a long table. Senator Kohl gave every woman who wished to speak or who had a message an opportunity to do so. He listened intently as women thanked him for his strong support for passage of the federal health care law and what it meant to them. The Senator listened intently as young mothers told of their struggles fighting breast cancer and their worries about the future of their young children, while other women told of fighting metastatic disease and others spoke of fighting a second or third diagnosis. The senator listened until there were no more stories to be told. Then, a senate photographer was called to take official photos with the Senator.

I can say with certainty, these women will always remember this special meeting with Senator Kohl in our nation's capitol

Thank you Senator Kohl...Nobody's Senator But Ours!

Wisconsin Breast Cancer Taskforce

A Collaborative Effort to Improve Screening Rates in Wisconsin

The middle tenet of the WBCC's mission is COLLABORATION and one of the roles we value most is bringing the voice of breast cancer advocates to the Wisconsin Comprehensive Cancer Control Program (WI CCC Program). The WI CCC program convenes cancer stakeholders from around the state to develop and implement a strategic plan every five years to reduce the burden of cancer in Wisconsin. The strategies cover the spectrum of cancer care – prevention, screening, treatment, survivorship, palliative care and data collection. WBCC has volunteers represented on many of those ongoing committees, but perhaps our most active role is as a member of the Wisconsin Breast Cancer Task Force (WBCTF), which grew out of the screening chapter of the plan.



The Wisconsin Breast Cancer Task Force (WBCTF) is a statewide coalition of breast health organizations, providers, health system representatives, and advocates. Membership in the WBCTF has doubled since the group's first meeting in 2009 and currently includes over 90 representatives from 44 local, regional, and state breast health organizations.

In 2011, the Task Force commissioned a survey of primary care providers in Dane County to measure attitudes and practices related to breast cancer screening. The survey, adapted from a previous National Cancer Institute questionnaire and conducted under the guidance of Nathan Jones, PhD, WI CCC Program epidemiologist, has provided important baseline data regarding local provider attitudes about screening effectiveness, barriers to screening and patient concerns about risk factors. The survey is being replicated and disseminated to providers affiliated with the Marshfield Clinic and Ministry Health Systems. There are plans to engage other health systems going forward in order to have a better picture of regional attitudes and barriers around the state.

To act on the information gleaned from the initial survey data, the Task Force, led by WI CCC Outreach Program Coordinator, Sarah Mroz, has established internal working groups to address opportunities for provider outreach and public education. By maximizing its collaborative strength as a group and drawing upon the dedication, influence, and reputations of its participating organizations, the Task Force aims to create and disseminate tools that will help address and improve breast health and breast cancer screening rates in Wisconsin.

More information can be found on the Task Force's webpage at www.wicancer.org, including a pdf of the Dane County Provider Survey Report and links to articles on screening topics.

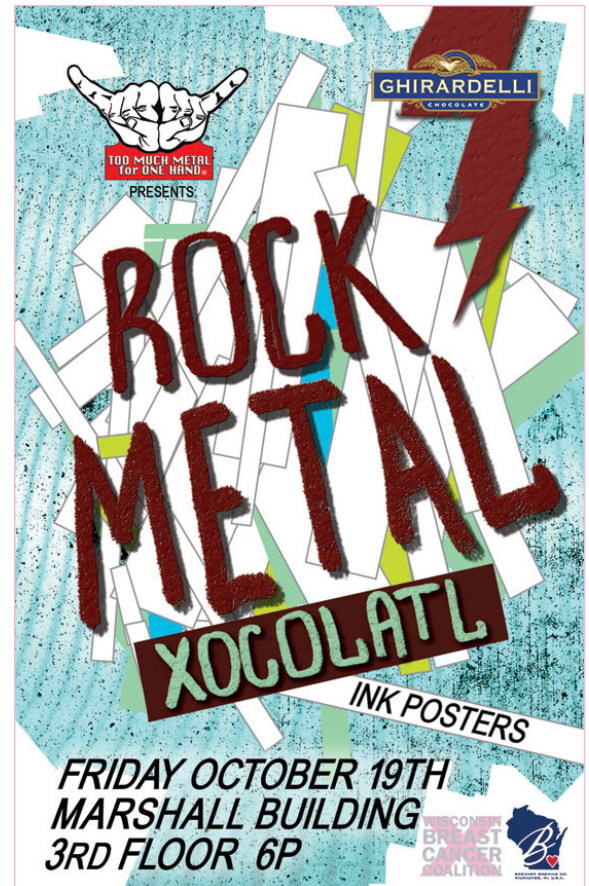
The Task Force would like to expand its geographic representation beyond the Madison and Milwaukee areas. If you belong to a breast cancer group and would like more information about participating in the Wisconsin Breast Cancer Task Force, please contact Sarah Mroz at smroz@uwcarbone.wisc.edu or 608-262-2774.

October Fundraisers!

We'd like to express our gratitude to the many businesses and organizations that made contributions to the WBCC in October. Here's a partial listing and some photos of generous donors having fun!

- Rock Paper Scissors in Appleton held a "Cut a Thon"
- Solaris Medical Spa in Mequon donated 10% of services throughout October
- Wisconsinmade.com donated 5% of online sales throughout October
- St Mary's Visitation Elementary School held a fundraiser and invited us to speak to an assembly of students about breast cancer prevention
- Woodhouse Day Spa in Mukwonago held a lovely event to raise money for the Southeast WI Breast Cancer Fund, which is housed by the WBCC
- Dancing Lotus Fitness held a Zumbathon in Lake Mills
- Fred Gillich of "Too Much Metal" produced and sold one of a kind chocolate posters and t-shirts at a Gallery Night in Milwaukee's Third Ward

THANK YOU TO EVERYONE FOR THEIR GENEROSITY AND HARD WORK!



Don't forget to follow us on Twitter (@wbcc2) and Facebook to get the most current updates and articles on WBCC and breast cancer research.

**WISCONSIN
BREAST
CANCER
COALITION**

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